

Chemist & Druggist

7 April 1973

THE NEWSWEEKLY FOR PHARMACY



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Jackie
Love Affair
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Mirabelle
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Melanie
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Express

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The newsweekly for pharmacy

7 April 1973 Vol. 199 No. 4855

114th year of publication

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Benn &&

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 Ireland and of the Pharmaceutical Society of
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Published every Saturday by Benn Brothers Ltd,
 25 New Street Square, London EC4A 3JA (01-353 3212) Telex 27844

Subscription Department, Lyon Tower, 125 High Street,
 Colliers Wood London SW19 (01-542 8575)

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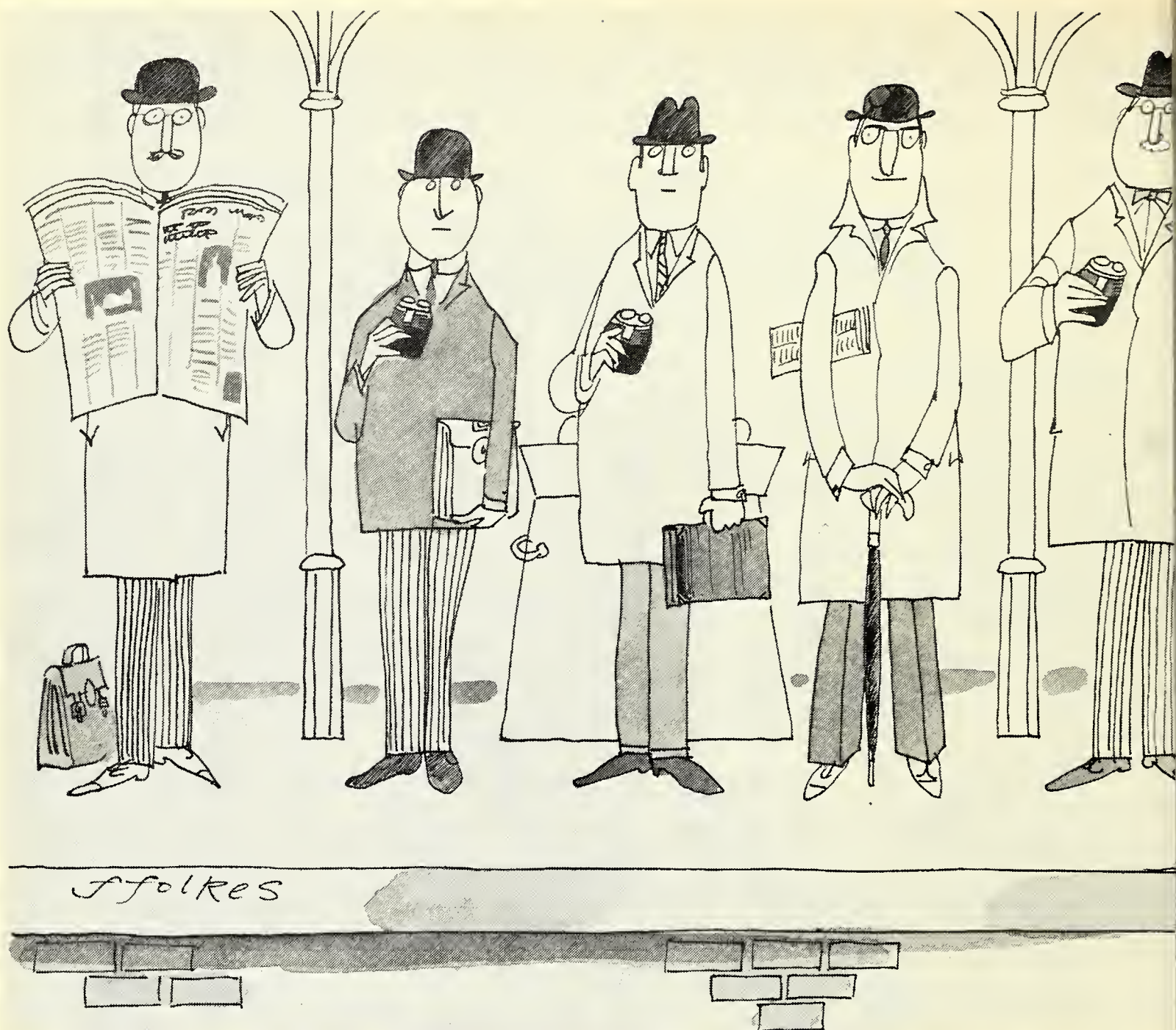
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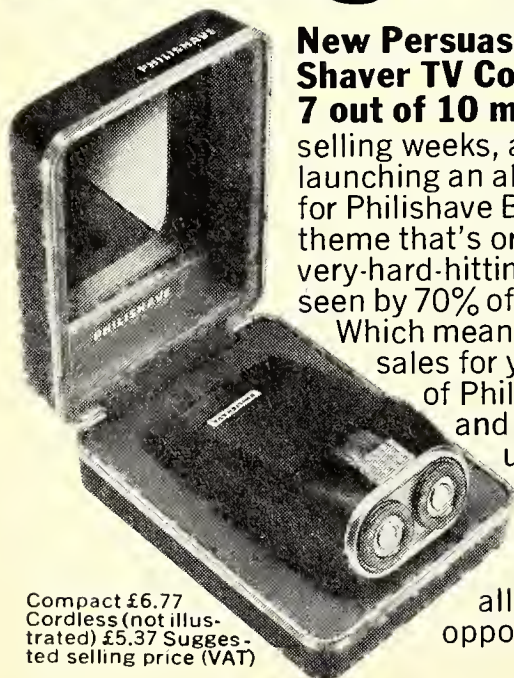
Miss J. Veronica Dewell reports on her
 Geigy travelling fellowship study of
 computers in Europe (see p451)

Subscription Home and Overseas £8 pa
 £0.30 per copy (including postage)

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Exciting new TV advertising platfo



New Persuasive Philishave Battery Shaver TV Commercial will be seen by 7 out of 10 men in the U.K. For 4 hard-selling weeks, as from April 30th, Philips are launching an all-out TV advertising offensive for Philishave Battery Shavers. With a selling theme that's original, entertaining and very-hard-hitting. We estimate that it will be seen by 70% of all men in the United Kingdom. Which means a tremendous increase in sales for you. Provided you order stocks of Philishave Battery Shavers now... and get ready to meet an unprecedented demand.

Over 68 million gross TV impacts can mean giant net profits for you. 70% of all men in the U.K. will have the opportunity to see this Philishave

Battery Shaver Commercial five times. And this amounts to a staggering total of over 68 million gross television impacts. And this on top of the national advertising campaign for Philishave which will be on later in the year.

Take advantage of the extra advertising boost Philips are giving you. By ordering stocks of Philishave Battery Shavers now.

This sales provoking TV commercial is designed to give your sales a dramatic lift so do the wise thing. Stock-pile Philishave Battery Shavers for a great deal in profits.

PHILIPS

We want you to have the best

Compact £6.77
Cordless (not illustrated) £5.37 Suggested selling price (VAT)



means big boost to your Philishave Battery Shaver sales.

AREA	W/C	April 30	May 7	14	21	28
London		● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●
Midlands		● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●
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Scotland/Grampian		● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●
Wales & West		● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●
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S. West/Channel		● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●
Ulster		● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●
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Media schedule subject to alteration.





** mosquitoes*
relieves
*wasps **
the misery
*bees **
of holiday
** horseflies*
stings and
*gnats **
bites

Every sun-seeking holiday-maker should be prepared for a bite or sting and pack a large Wasp-eze for peace of mind. Wasp-eze large and standard sizes will be on bonus to retailers during April and May. Details from your De Witt salesman. Potter and Clarke Limited, Croydon.

VAT CHANGEOVER: No customer problems'

customer problems—that was the general reaction of independent chemists to the value added tax changeover.

C&D contacted pharmacists in several parts of the country on Tuesday, and all found their only problem to be the failure of certain manufacturers to provide price lists in time, either to *C&D* or direct. One pharmacist remarked that customers were unhappy about being kept waiting while prices were looked up or calculated but changed their minds when told that there would be a price reduction!

There was also appreciation of the work that went into getting the *C&D* Price List out, and ready acceptance that reluctance on the part of manufacturers did mean more "purchase tax" prices than we would have wished.

Most pharmacists were resigned to a long period of price changing, but were more apprehensive of the VAT returns they will now have to make. There was a hope that some manufacturers would be faster getting out their VAT invoices than they had been their VAT price lists.

The planning and the use of computer techniques ensured that chemists had (GPO billing)—within three weeks of the budget some 15,000 VAT prices—over 12,000 in the list and nearly 3,000 in supplements for more than could be claimed by any other service. The details were supplied by manufacturers. In addition chemists had available the *C&D* calculators that enabled them to price in advance if they so wished.

In handling the thousands of prices within such a short time it was inevitable that some errors "crept through". Any brought to our attention will so far as possible be corrected in the supplements. We continue to receive new price lists, these being "processed" and the details will be passed on to subscribers without delay. Undoubtedly, a great deal of credit for the smooth changeover must go to the educational efforts of the NPU staff during the past months—and their behind-the-scenes activity in negotiating with Government and Customs and Excise.

Health congress to discuss excessive prescribing

"Excessive prescribing and its social consequences" is the topic for the afternoon session on May 3 at the Royal Society of Health Congress, Eastbourne, April 30 to May 4.

Speakers will be Mrs E. Hughes, Croydon, Surrey, on "Experiences of a general practice pharmacist," Dr W. R. L. Brown, chief pharmacist, St Bartholomew's Hospital on "A view from hospital pharmacy," and Dr Peter A. Parish, Medical Sociology Research Centre, University College, Swan-

sea, on "Drug prescribing—the concern of all".

Admission tickets price £15, and sessional tickets price £3 each are available from the Secretary, Royal Society of Health, 13 Grosvenor Place, London SW1X 7EH.

Opposition to London's NHS re-organisation?

Inner London Pharmaceutical Committee's proposals for London's NHS reorganisation may be put before the Commons committee studying the reorganisation Bill.

Mr John Silkin, Opposition chief spokesman on the Health Service, was principal guest at the Committee's annual dinner last week and he expressed interest in the Committee's proposal that greater London should have 12 areas (and thus pharmaceutical and family practitioner committees) instead of the 23 proposed by the Government. These would replace the present seven Executive Councils.

The Opposition's view has been that there should be only two divisions—north and south.

Share of pharmaceuticals in South Africa

South Africa's "big five" pharmaceutical concerns—Roche, Ciba-Geigy, Merck-Sharp & Dohme, Burroughs Wellcome and ICI—share 25 per cent of the industry's R66-million turnover. Roche has an estimated 6.4 per cent of the South African market, Ciba-Geigy 5.4 per cent, and

Merck Sharp & Dohme with 5.1 per cent. Two United Kingdom manufacturers bring up the rear, Burroughs Wellcome take an estimated 4.6 per cent and ICI 3.8 per cent. The top 16 per cent concerns claim only 55 per cent of total sales, leaving almost half the business to companies taking parcels between R1-million and R3-million each.

The industry is traditionally import-based, but investment in processing and test plant run as high as R4 million for the "big five". Locally processed products find their ways into Rhodesia, Mozambique, Angola and even Zambia.

New homoeopathic Pharmacopoeia

The chemical formulas of 101 substances commonly used in homoeopathic medicine form the basis of the second part of the proposed International Homoeopathic Pharmacopoeia. It was issued to members at the second meeting of the *Comite International des Pharmacies Homeopathes* at Strasbourg in March, and complements the previous publication which lists about 150 plants and 21 animal substances similarly used.

A proposed definition of homoeopathic medicines was considered with a view to this being recognised nationally prior to eventual consideration by the EEC authorities.

Detailed analysis of capsicum and viscum album tinctures is to be carried out before the next meeting in May in Vienna.

Pharmacists and botany

Contributions of British pharmacists to botany were outlined by Dr T. D. Whittet, chief pharmacist at the Department of Health when he delivered the Hope C. M. Winch memorial lecture at Sunderland School of Pharmacy recently. The lecture summarised the early history of medicine, contributions to botany by apothecaries from 16th to 19th centuries, and the continuation of this work by pharmacists following the formation of the Pharmaceutical Society. Afterwards he presented the annual prizes.

Mr C. H. Preston Robinson receives the Evans medal from Mr K. Gilbert MPS, who is in charge of Evans Medical "specials" department. The medal is for merit in the public sector of pharmacy. The medal was presented at the Guild of Hospital Pharmacists weekend school in Aberdeen (see p452)



Hexachlorophane: control will be voluntary

Toiletries manufacturers have agreed that hexachlorophane will not be used above 0.1 per cent in their products—but the Pharmaceutical Society say that legislation may still be necessary. The industry is also to operate a voluntary ban on hexachlorophane in all baby preparations.

Mr D. Lane, Parliamentary Under-Secretary of State, Home Office, announced last week that he has asked the manufacturers to comply with the following recommendations which are based on the advice of the Toxicity sub-committee of the Department of Health Committee on the Medical Aspects of Chemicals in Food-stuffs and the Environment:—

□ hexachlorophane should be excluded from all baby preparations, including soaps and talcum powders intended for use on infants;

□ the level of hexachlorophane in other products should be limited to 0.1 per cent for preservative purposes only;

□ a warning—"not to be used for babies" should be included on the label of all products containing hexachlorophane except where a product would clearly not be used in this way (eg shaving cream).

The Home Office is discussing with manufacturers how quickly products can

be reformulated and labelled. It will then ask organisations representing retail and wholesale traders for their co-operation in ensuring that the recommendations are met for products manufactured both here and abroad—the NPU said on Tuesday that no approach had yet been received.

The members of the EEC are considering possible restrictions on the use of hexachlorophane in cosmetic products. The UK is taking part in these discussions which may result in the imposition of limits different to those now being proposed.

Most UK manufacturers have already taken steps to remove or reduce the amount of hexachlorophane in their products and it is thought that no baby products now contain it.

Medicinal products and cosmetics with medicinal properties are not covered by the recommendations, and are being considered separately by the Secretary for Health and Social Security.

The Home Office will take further action if hexachlorophane alternatives present a risk to health, but tribromosalicylamide and trichlorocarbanils will not be referred to the Poisons Board, although the EEC working group on toiletries were considering them, Mr Lane stated.

tomers technical, commercial and promotional problems, whether posed by telephone, letter or personal visit. The centres also offer facilities and services to Kodak's field sales force, and help get the Kodak sales representative, technical specialist or service engineer to the customer's door quickly when he is needed.

Kodak emphasise that "the sales centres are there so that our customers can ask for and obtain any help or advice they need near at hand rather than having to contact the national headquarters."

The centres do not hold stocks of Kodak products, but they are ready to pass on customers orders to the distribution centre at Hemel Hempstead and Manchester.

'Remove VAT from sanitary protection'

The Government is being asked to withdraw value added tax on articles of sanitary protection for women.

A Parliamentary motion to that effect was tabled last week following representations made to several MPs at the Commons by the National Consumer Protection Council. The leading signatories are Miss Joan Lester and Mrs Judith Hart.

Mr Colin Mayover, managing director of Portland Supply Co., chemists' wholesalers, and Mr Bob McCall, Celtex branch manager, took part in the lobbying.

Mr Mayover described the tax as "outrageous" and pointed out that women would be paying out an extra £3 million a year. He expressed to *C&D* the hope that chemists would write to and petition the MP's demanding that the tax be removed.

The campaign is also being extended to get toilet rolls zero-rated.

Queen meets pharmacy staff

The Queen paused for a chat with two members of the pharmacy staff when she visited St Bartholomew's Hospital recently to mark the 850th anniversary of the hospital's foundation.

On her tour of the buildings the Queen asked Miss Varsha Tejura, a 17-year-old student pharmacy technician from Uganda what kind of work she did and how she enjoyed living in Britain. Her companion Mrs Lilian Beltran, a prescription clerk, was asked where she worked.

Dr W. R. L. Brown and two other members of the department represented the pharmacy staff at the official reception in the Great Hall.

Cheshire reorganisation

Pharmacists in the New Cheshire area under the NHS re-organisation have formed a steering committee to discuss the developments of the services and other pharmaceutical matters with the Joint Liaison Committee. All professional branches and districts in the new area are represented on the committee.

Spring clean!

Ellesmere Port's safety officer, Mr Len Williams, has asked chemists to co-operate in a "Spring clean for home safety" campaign this month. He said the campaign would urge the public to spring clean medicine cabinets and cupboards.

Vitamin C relieves cold symptoms in girls

Vitamin C has again proved useful in the prophylaxis of the common cold according to investigators at the Department of Pharmacology, Trinity College, Dublin.

In a double blind trial reported in last week's *Lancet*, vitamin C 200mg or 500mg or a placebo were given daily to boarding school children over a period of nine months. Each day they recorded subjectively the incidence and severity of any cold symptoms.

These symptoms tended to dissociate with toxic complexes, ie, sore throat, fever, headache and feeling "out of sorts", and catarrh complexes, ie, cold in the head, cough, nasal obstruction and nasal discharge. Boys' symptoms did not as readily break down with these individual complexes as girls.

Vitamin C reduced the severity and total intensity of colds in girls, but a dose of 500mg, although reducing complexity, did not significantly alter the symptoms of the boys' colds.

A further experiment was designed to investigate ascorbic acid metabolism. Blood samples were taken from students within the first three days of developing cold symptoms. They were then given a loading dose of 500 or 100mg vitamin C and further blood samples taken at intervals.

Uptake of vitamin C into the leucocytes

decreased during the colds, particularly those of the catarrhal type. Metabolism of the vitamin in the plasma increased more markedly in females. Leucocyte storage increased again after disappearance of cold symptoms.

The authors claim that there is a significant correlation between metabolic utilisation of ascorbic acid during colds and the intensity of cold symptoms.

Technical backing from Kodak

The sixth Kodak regional sales centre is shortly to be opened. It will be in Birmingham and like the others in Bristol, Dublin, Glasgow, London and Manchester is set up to maintain close contact with customers.

These customers include, of course, not those in photo retailing but also professional photographers who are totally concerned with what might be called "pure photography" and those in industry, commerce, medicine, photo finishing, the graphic arts, business systems, and the many other fields where photograph is employed in one form or another as a tool in day-to-day business.

The Kodak sales centres are there to: develop a personal knowledge of the needs and problems of existing and prospective customers and to provide prompt and effective action to deal with those needs and problems. Provide answers to cus-

Appointments

Wellcome Foundation Ltd: Mr Fred A. (Jr) president of Burroughs Wellcome in the United States is appointed a member of the board of The Wellcome Foundation Ltd. He will serve as director of the American region, responsible for all group's activities throughout the Americas. He will continue to be located in Raleigh, North Carolina.

Lilly and Co: Mr Richard D. Wood will become chairman in succession to Mr Gene N. Beesley who retired on March 1. Mr Wood's position as president is now held by Mr T. H. Lake.

Water-Scott Corporation Ltd: Mr William Booth has become personnel and development director.

Leventry & District Co-operative Chemists have appointed Mr M. Millward, Pharm, MPS, as superintendent pharmacist.

S. A. de Mont, BPharm, MPS and Mr F. Preece, BSc, MPS have joined *Chemist and Druggist* as technical editors. Adrienne de Mont graduated from Nottingham University in 1966 and has had experience in hospital, retail and industry. Prior to joining *C&D*, she was assistant



director at *MIMS* for three years. Keith Preece obtained his degree at Leicester Polytechnic in 1970, and has worked since in hospital pharmacy. His previous appointment was at the new University Hospital Wales complex in Cardiff, where he worked for the past 20 months.

Deaths

Frederick Stein: On March 27 Mr Alfred Firestone, president of Max Factor & Co. - a grandson of the founder of Max Factor, was 47. He started working in the company in 1948, engaged in sales and administration in both domestic and international divisions and was elected president and chief executive in 1968.

McEwen: On March 27, Mr Robert Allen McEwen, MPSNI, 43 King's Drive, Belfast. Mr McEwen qualified in 1926, after completing his apprenticeship with Connor & Sons Ltd, Newry. He took over a pharmacy

Topical reflections

BY XRAYSER

Boon or curse?

I read with interest the report of an address given by Professor A. H. Beckett to a gathering of pharmacists in Dublin. He posed the question of whether progress in drugs was a boon or a curse, and having embarked on that course it is not surprising that he found it difficult to answer his own question. If he had said that such progress was both a boon and a curse, depending on circumstances, he would have described the present situation with a degree of accuracy, but having read only an abbreviated report of what he had to say such cavilling may be less than fair.

On drug interaction, the speaker said that both the pharmacist and the prescriber had responsibilities. He would hope, he went on, that the pharmacist could be responsible for the drug, not only outside man, but also for the level of drugs inside him, and if the pharmacist could not do that someone else would have to be trained.

I could conceive of there being scope for such observation in a co-ordinated group in hospital where the recipient of the drugs is seen at least once daily in circumstances which permit of constant supervision. But I find myself thinking of an individual whose range of treatment consists of no fewer than nine different preparations.

One may keep a look-out for one suspected of interaction with another, but what are the possibilities of 1 with 5, or 2 with 7, or 1 and 3 together with 7, 8 and 9? And how would the most expert clinical pharmacologist go about the task of elimination short of stopping all supplies? (There is a degree of "elimination" in that one of the preparations is laxative).

Self medication

The problem is not a new one, and were Heberden to return he might call for the axe which he used to effect on the theriacs, striking a blow against the blunderbuss prescribing of his day. Are we in danger of getting back to the same situation?

As I have indicated, some of the items concerned are not simples. It may be said that such prescribing is open to question, but it exists, as letters to the pharmaceutical Press have testified. Professor Beckett quoted a recent Nobel prizewinner as stating that 25 per cent of all illnesses were caused by incorrect use of medicines. I do not for one moment suppose that the blame could be laid exclusively at the door of the doctor or the pharmacist, for they work with some knowledge, incomplete though it may be. Some, I have no doubt, of the incorrect use stems from self-medication.

On another page last week you report a director of Sterling Health products as saying that when television promotion stopped "sales fell through the bottom of the graph". There is no medicine so simple or so "minor", to use the speaker's description, as to be totally free of possible harmful effects. His company's policy is not to restrict sales for that would be against the public interest. It would also, he implied, be committing commercial suicide.

at 170 Cliftonville Road, Belfast, retiring a few years ago. He was a past president of the Ulster Chemists' Association.

Shepherd: Recently, Mr Reginald John Stuart Shepherd, MPS, 113 Northgate

Street, Gloucester, aged 68. He qualified as a pharmacist in 1929 and was a past president of the Pharmaceutical Society.

Tough: On March 28, Margaret E. B. Tough, MPS. She qualified in 1919.

Company News

Reckitts' plans for Lloyds Pharmaceuticals

"The company has special skills and experience that are new to Reckitt and Colman", said Mr R. A. Wing, managing director, Pharmaceutical Division (UK) Reckitt & Colman, when referring to the acquisition of Carbic Ltd, which embraces Lloyds Pharmaceuticals Ltd.

The take-over, he said, was similar in many ways to that effected about 10 years ago when Reckitts purchased Westminster Laboratories. At that time the Senokot turnover was around £½ million. "It is now £1 million and we believe that similar progress can be achieved in the Lloyd's organisation with the greater technical and capital facilities now available."

Referring to the unique Lloyds' organisation built up by Mr E. Stanning, who remains as consultant, Mr Wing said the group had developed the special attribute of looking at various market sectors, prescriptions trends, etc, and deciding if a product was required to meet a need. The group would be encouraged to remain together and production at Batley would continue as an independent unit.

In addition to pharmaceutical preparations such as Bonjela, Transvasin and Timodine, there was also a Lloyds' appointment system for doctors that had recently evolved interest from the Department of Health. The main interest of the Carbic organisation, which is the holding company, was in slide rules.

Mr Wing told *C&D* that Reckitt & Colman intended to continue to expand by acquisition and licensing, as well as by its own research and development. There had been a developing association with the French company, Laboratoire Labaz, that had resulted in a co-operative interest in a number of preparations under investigation and clinical trial.

☐ Reckitt & Colman preliminary results until December 30, 1972 show an increase of sales to £213.6m (£192.9m) yielding a profit after tax of £13.1m (£10.3m). The interim dividend is 4.5p a share (4.0p) making a total for the year of 9.975p (9.5p).

S & N aim for record year

"Our aim is to maintain the momentum and our challenge is to increase the pace" says Mr S. Steen, chairman of Smith & Nephew Ltd in the 1972 annual report. He also forecasted record profits for the current year.

Reflecting on 1972 the chairman said that it had been a holding year for Elastoplast; a recovery for plastics but some difficulties in medical and pharmaceutical companies; and excellent progress

by Gala Cosmetics and a break-even in British Tissues.

About the latter he said that they had not only been able to retain its important share of the soft tissue market but also has shown considerable improvement in quality, presentation, price and delivery.

Gala links with international firms?

Unless increased political obstacles arise Mr S. H. Picker, chairman of Gala Cosmetics, sees no reason why the group should not continue to achieve consistent growth.

About expansion and diversification of the group's activities Mr Picker says is intended to acquire know-how and expertise by linking with international companies in fields which offer profitable growth opportunities.

Discussions are already under way on two such projects, which should materialise.

£2m West London factory for Servier

Following their agreement to purchase the Sanderson wallpaper factory at Perivale, Middlesex, at the end of last year, the Lyon group have pre-let over 90,000 sq ft to Servier Laboratories Ltd.

The two-storey building will provide factory, administration, and research facilities and will be ready for occupation in July. Prior to this, Lyon will carry out certain alterations and the eventual investment value will exceed £2 million.

Toothpaste for Russia

Pressindustria of Italy, principals of G. J. Erlich Ltd, have signed an agreement in Moscow with Technopromimport State Organisation for Foreign Trade which awards the Italian firm the design and the realisation of a plant for toothpaste production.

Shaver centre

The Gillette Co have opened a centre for product evaluation, the largest and most advanced shave testing facility in the world. The new centre, located at Gillette Park in Boston, is the focal point of Gillette's worldwide shave testing programme involving more than 10,000 shave testers around the globe.

Briefly

Wholesale Chemist Sundries Ltd, 96 Milnpark Street, Glasgow G41 1AY, have given notice that a meeting of creditors will be held on April 19 at the Institute of Chartered Accountants of Scotland, 220 St Vincent Street, Glasgow.

Westminster report

Expansion to encourage more chemicals investment?

Plans for investment in the chemical industry were questioned in the Commons this week when Mr Robert Sheldon asked the Secretary for Trade and Industry to ensure that by 1975 the level would be more than forecast by the Chemical Industries Association—namely, two-thirds of the level achieved in 1971.

Mr Anthony Grant, Under-Secretary replied that he was aware of the problem "but I hope that the current expansion in the economy, which it is the Government's policy to sustain, will encourage greater investment."

Child-resistant containers

Publication of interim guidance on child resistant containers is expected soon. Mr Michael Alison, Under-Secretary for Social Services, told the Commons on Tuesday. It would take the form of drafts for development on methods of testing the resistance of pharmaceutical packages to opening by children.

News in brief

☐ The Statutory Committee of the Pharmaceutical Society is meeting on April 10 to consider eleven new cases, and to resume two inquiries previously adjourned.

☐ A "crisis centre" for habitual users of barbiturates and other so called "soft" drugs is being considered by the Department of Health on advice from the Standing Committee on Drug Addiction.

☐ Pharmacists at Long Eaton, Derbyshire, are starting a local home safety committee to organise a drug collection campaign at the end of April. Pharmacies and the county clinic will serve as collection points and posters displayed in the district.

☐ Delegates from the Salaried Pharmacists Union and the Association of Professional Scientists and Technologists attended a conference at Warwick University on March 21, at which it was decided to proceed with the formation of a Federation of the 229 unions registered under the Industrial Relations Act. The secretary of the Salaried Pharmacists Union, Dr D. J. Gibson, was elected to the steering committee which is to draw up a draft constitution.

New Sunsilk Setting Lotion. Easier to sell because it's easier to use.

An aerosol setting lotion by the brand leader in hair care is a real step forward in this fast expanding market.

Up till now most setting lotions have been liquids that have to be emptied over the whole head. Now, with Sunsilk setting sprays there's no mess. Each curl can be sprayed separately. Much easier and neater, and more economical, with 8 to 10 sets in a can.

In addition, Sunsilk Setting Lotion Sprays come in 4 variants for dry, normal, greasy or flyaway hair. They are the only setting lotion sprays made for more than one kind of hair.

A big TV and press campaign will be starting soon to launch the new sprays.

Sunsilk Setting Lotion Sprays.

From the leaders of the hair-care market.



Dry · Normal · Greasy · Flyaway



Elida Gibbs Ltd
The Brand Builders



Beatson tablets always fit for service

Beatson tablets are made of glass, because glass contains without reacting.

Made and tested to the highest standards you can rely on Beatson tablets — always.

Available in white flint and amber.

Ask your wholesaler.

BEATSON, CLARK & CO. LTD.,
Rotherham, Yorkshire. Tel: 0709 79141 Telex: 54329



New products and packs

Cosmetics and toiletries

Hypo-allergenic make-up

Max Factor Ltd have now launched the Swedish Formula hypo-allergenic make-up collection which is a complete range for the face, eyes and lips specially formulated for delicate and sensitive skins. The range consists of Purified complete makeup (£0.70), an all-in-one makeup which gives light coverage available in six shades presented in a two-tone pink tube; compact makeup, a blend of moisturised foundation and pressed powder in five shades plus translucent which is presented in either a deluxe compact with gold decoration (£0.98) or as a refill which can be used on its own (£0.50); Purified eye shadow powder (£0.50) in eight shades; Purified eye shadow creme (£0.55) a glossy iridescent eye shadow which is claimed not to streak or settle into creases in six shades; Purified eye liner available in five shades (£0.60); Purified mascara (£0.70) a creamy brush-tip water resistant mascara in three shades; Enriched eye makeup remover (£0.50) which is a light cream rich in moisturisers and, finally, Purified lipstick (£0.60) a moisturised lipstick with a delicate fragrance which Max Factor say has been tested for skin reaction and comes in 11 shades plus a clear gloss.

The same colours of two-tone pink with white fleur-de-lys motifs already identified with the Swedish Formula hypo-allergenic treatment range have been used throughout.

The only exception is the compact make-up deluxe which is a magenta-coloured, gold decorated compact (Max Factor Ltd, 16 Old Bond Street, London W1X 4BP).

Maybelline lashes

Maybelline's two new styles of false lashes, Flatterers and Twinklers, are made from real hair and have been pre-trimmed, pre-feathered and naturally curled to fit all eye shapes.

Twinklers (£0.61) are clusters of soft, feathery lashes spaced to give an open-eyed look for both day and evening wear. Flatterers (£0.46), from the Just Lashes range, are designed on a more classic line to add shade and depth. Both come in black and brown and will be available from May 1 (Maybelline Eye Cosmetics, White Laboratories Ltd, Penarth Street, London SE15).

Woltz shades

New nail polish shades by Woltz Italiana for spring and summer include Ravello, Tivoli, Latin Pink, Relax, Honolulu. They are all variations of pearly pink (Sales Affiliates Ltd, Barnet By-pass, Boreham Wood, Herts).



Black and Beautiful

Nestle have introduced a new hair preparation in aerosol form, Black And Beautiful, (£0.46½), which is aimed at coloured girls. They say it is not a holding spray but a "special preparation to give lustre". With Black And Beautiful they claim the natural look hair style is easy to keep and the hair can be combed through easily and set naturally without stiffness.

Nestle have also introduced a version of Black And Beautiful for men which is a conditioner and groomer also in aerosol form. Fortified with organic protein they describe the product as "keeping hair that is inclined to be coarse, dry or unmanageable" in good condition (Fassett & Johnson Ltd, 19 Radford Crescent, Billericay, Essex).

Comb-on mascara shades

Max Factor have introduced three new shades of their Comb-on mascara range: Navy Blue, Plum Burgundy and Midnight Green (£0.52) enabling the wearer to match or tone the mascara with her eyeshadow (Max Factor Ltd, 16 Old Bond Street, London W1X 4BP).

Smouldering Gala colours

Three new shades from Gala are Smouldering Oyster, a warm pink; Smouldering Sand, a rich mid-brown and Smouldering Coral, a vibrant coral/red. All new colours include a gold essence to add sheen and are available in the following products: Lip Pen, Super Smooth Lipstick, nail polish and matte shadow.

Gala have also added three extra new shades to their matte shadow range, available early May. There are olive, new violet and silver grey.

Summer Stones is the name of their new collection of pearly nail colours (£0.30): Purple Quartz, Sapphire, Yellow



Agate, Black Diamond, Aquamarine and Deep Onyx.

A new lip gloss, Opal Shine (£0.35) complete the Gala news and this will also be available from May (Gala of London Ltd, Surbiton, Surrey KT6 7LU).

Orlane newcomers

The Lip Gloss (£1.60) from Orlane has a light, fine texture which they say gives an evenness of application. It is made from a composite of several plant and animal waxes plus a new pigment which reflects the light to add lustre and brilliance and is presented in a small grooved pot in white opaline colour with a pink lid decorated in gold. The gloss itself is a transparent pink and is said to be perfumed with wild berries. Available from April 20.

Also new from Orlane is their Lumilane roll-on mascara (£2.20) which is water-proof and is claimed to be smudge-proof even while swimming. It has a spiral-pyramid-shaped brush impregnated with unctuous mascara and is presented in a slim gold and silver case in five shades. Refills are extra. Available from April 20 (Jean D'Albret-Orlane Ltd, 125 High Holborn, London WC1 6BR).

Babycare

Babysafe bath mat

A new baby bath mat (£0.41) measuring approximately 10 x 16½ in is now available from the Cannon babysafe division of Cannon Rubber. This mat is made from rubber in white, pink, pastel blue, and lemon colours. It is claimed to fit all baby baths and comes packed in a point of sale carton with a matching design to the other Cannon baby-safe products (Cannon Rubber Ltd, Ashley Road, London N17).

Someday, somebody's going to mobilise Mum's Army



We're working on it. Are you?

Zero hour is here.
Can you hear Mum's Army on the march?
Moving in on your Zal Disinfectant supplies — encircling your stocks of Thawpit.
Assaulting your Delafine Bath Salts and Pinefresh Dustbin Powder.
And clearing you out of IZAL Bath Cleaner.
You'll have to move fast to keep ahead of Mum's

Army.
Because this year's campaign for IZAL Products is stirring Britain's "Home Guards" into action.
Year long action, with tactical strikes to clean up the home front.
So look to your defences. Make sure you've a full arsenal of IZAL Products in reserve.
Just pass us the word — now.



Trade News

Wilkinson product revamped

The aerosol shave soap from Wilkinson Sword Ltd, Sword Works, Southfield Road, London W4, has been reformulated and repackaged in a choice of can sizes: standard 8oz can containing 200g of foam and a 16oz tanker size with 400g foam. Point-of-sale material for the new-look



product includes flash packs, counter merchandisers and dump bins. There will also be a trade bonus of 12 cans invoiced at 10 on the 8oz can throughout the promotional period.

Donne Bell's consultants

Donne Bell Cosmetics Ltd, York House, Empire Way, Wembley, Middlesex, have appointed three consultants who will be available for demonstrations and promotions in both stores and chemists throughout the UK. The three consultants are Gill King, Midlands/Northern area; Eileen Cannon, Greater London area and Mrs Jeanne Tidman, training executive.

Distribution change

From April 2 the Racasan range of products, previously supplied to the chemist market by Fassett & Johnson Ltd, will now be distributed by Racasan Ltd, Cromwell Road, Ellesmere Port, Wirral, Cheshire.

Christmas showrooms

Brannley & Co Ltd, 10 Conduit Street, London W1R 0BR. From May 1—10 Conduit Street, W1 (by appointment 01-629

8711), June 18-21—St Enoch's Hotel, Glasgow, July 2-5—Griffin Hotel, Leeds, July 2-6—Castle Hotel, Norwich, July 2-6 Royal Turks Head Hotel, Newcastle upon Tyne, July 9-12, The Hotel Metropole, Brighton, July 9-12—Midland Hotel, Birmingham, July 16-20—Hotel Piccadilly, Manchester, July 29-August 3—Hendon Hall Hotel, Hendon.

Vallum again reduced in price

A further reduction in Vallum prices has been announced by Roche Products Ltd, Welwyn Garden City, Herts. From April 2, the trade prices, excluding VAT, for tablets and capsules are:— 2mg, 100, £0.41; 5mg, 100, £0.62. This reduction is additional to that announced last week.

Midlands showroom

William Sessions Ltd, York, label specialists, have opened a new showroom at Gate Lane, Boldmere, Sutton Coldfield (Tel 021-355 5667). The new premises will be under the direction of Mr A. W. Townsend, area sales manager. Visitors are asked to telephone for an appointment.

Prova toiletries from BHS

From April 9 British Home Stores Ltd are launching a range of Prova toiletries, including shampoos, hairsprays, antiperspirant deodorants, talc and soaps in 25 out of their 95 stores.

Earex distributor

From the beginning of April, Ernest Jackson & Co Ltd, Crediton, Devon, will be providing a sales and merchandising service to the retail pharmacy for the full range of Earex products.

Laboratory apparatus competition

Prizes totalling £180 will be awarded at Labware '73 to be held from September 18-20 at the Bloomsbury Centre hotel, London. The competition, open to technicians employed fulltime in any UK laboratory is divided into two sections each with three prizes and, says the organisers "encourages amateur inventors to display their ideas in public". Further details from Labware, 28 Worple Road, London SW19.

Bonus offers

Vestric Ltd, Chapel Street, Runcorn, Cheshire. Extra 10 per cent off trade prices on order for parcel of Agfa 10 CT 18 35mm (20 exp), 10 CT 18 35mm (36 exp) and 10 CNS 126 (20 exp). Additional quantities of any of the films available at the same rates. Extra 10 per cent off trade price on order for two Agfamatic 50 outfits and one Agfamatic 100 outfit. Additional outfits also attract the extra 10 per cent. VAT will be charged on the net price. Promotion continues until April 22.

Radiol Chemicals Ltd, Stepfield, Witham, Essex CM8 3AG. Refrains smoking control capsules. 12 invoiced as 11 until May 18.

Equipment

Personal weigher

W & T Avery Ltd, Smethwick, Warley, Worcs., have introduced a new personal weigher, model 3812CJE, which they say is smaller, lower and lighter than previous models. The new model is 44 in high which Avery claim will attract both adults and children and indicates weight through an aperture. It is operated with 2p coins and accepts, but is not worked by, 1p and 1p pieces. To reduce the risk of jamming, a two-way side-entry coin mouth rather than the single-entry type is provided. Coins accumulate in a large internal cash box with a capacity of about £40.

The cast-iron body is finished in a combination of porcelain-enamelled mustard yellow pillar with a dark green base. Other fittings include a toughened glass viewing window and anchorage points for floor or wall fixing. Rollers are also provided for portability and two adjustable feet for levelling.

Avery 3812CJE is available with a dual-graduated capacity of 125kg/20 stone with minor divisions of 500g and 1 lb, or a single-graduated capacity of 120kg x 500g. Metric charts are figured every 5kg and avoirdupois (lb) charts every 7lb.

Prescription specialities

MACRODANTIN capsules

Manufacturer Eaton Laboratories, 125 High Holborn, London WC1V 6BR

Description Hard gelatin capsules containing nitrofurantoin macrocrystals 100 mg or 50mg. 100mg—opaque yellow marked "Macrodantin 100". 50mg—opaque yellow cap, opaque white body, marked "Macrodantin 50"

Indications Urinary tract infections. Prophylactic cover for instrumentation of the urinary tract

Contraindications Should not be given to infants under one month, or to patients suffering from anuria or marked oliguria

Dosage Adults, 100mg four times daily. Children 2½ to 6 years, 50mg twice daily; 6 to 11 years, 50mg four times daily; 11 to 14 years, 100mg three times daily. Prophylaxis, quarter to one half the above. Should be taken with food or milk

Precautions Caution in pregnancy

Side effects Nausea and vomiting, drug rashes and pyrexia may occur. Peripheral neuropathy, usually in severe renal impairment or after prolonged use, and bronchospasm and dyspnoea have been reported rarely. Haemolysis may occur in some negroes. Urine may be coloured dark-yellow or brown

Packs 100 capsules 100mg (£4.98 trade, exclusive of VAT) and 50mg (£2.62 trade)

Supply restrictions PI, TSA

Issued April 1973

Promotions

Kimberly-Clark hold price down

Kimberly-Clark are to absorb the cost of VAT on Kleenex toilet tissue during April—the first month that the new tax will be added to the prices of toilet tissue.

This offer which will be flashed on special packs with the words "Still at PRE-VAT PRICE" is a saving of 1½p on the new post-VAT price and is, say Kimberly-Clark, designed to cushion the impact of the new tax on toilet tissue. (Kimberly-Clark Ltd, Larkfield, nr Maidstone, Kent).

More Press support for Nikini

Robinsons of Chesterfield have allocated £130,000 as the total marketing appropriation for 1973 to give Robinsons feminine hygiene products their "biggest ever promotional budget".

The Nikini ads campaign, starting with *Woman's Own* on April 7 will appear throughout the year in *Woman's Own*, *Loving*, *Jackie*, *Annabel*, *Petticoat*, *Fabulous 208* and *True* magazines (Robinsons & Sons Ltd, Wheat Bridge Mills, Chesterfield).

Cachet perfume merchandiser

Prince Matchabelli have produced a merchandising unit for Cachet for Easter. The unit houses three specially be-ribboned products—Shaker talc 1oz. Cologne and Purse perfume packaged in leaf green



ribbon to complement the taupe and silver cartons. The backboard features the selling line "the gift that is as individual as she is" and the slogan at the top is "Cachet for Easter" (Prince Matchabelli, Victoria Road, Willesden, London NW10 6NA).

Alberto Culver campaign

Alberto Culver's spring campaign will consist of a £125,000 national burst of 30

and 45-second television commercials through April, May and June. New Alberto Balsam creme rinse/conditioner features in both the 30 and 45-second commercials, with VO5 hairspray being supported in the 45's. And all the main Alberto Culver brands will be carrying free extra pack consumer promotions. VO5 hairspray: 40 per cent extra both sizes; Get Set hairspray: 33 per cent extra on standard and 20 per cent extra on giant size; Get Fresh anti-perspirant and deodorant will both have 40 per cent extra and FDS intimate feminine deodorant will have 66 per cent extra. Trade bonuses and a full range of display material will support the offers (Alberto Culver Co, Culver House, 44 Newington Causeway, London SE1).

Cossack aims at the teenagers

Cossack, the men's hairspray from Reckitt & Colman Toiletries, has now widened its marketing approach to include the teenager market.

First move in this new approach was a styling demonstration given at the Ewell Castle Public School, Surrey, by Taylor Norton Ltd, a well known London salon and three top hairdressers.

Mr T. Dwerryhouse, group product manager, explained: "We believe the philosophy of educating young men in all aspects of hair care is an extremely important development for the brand". He went on "And it is generally accepted that the teenager market constitutes the biggest spending power in the country." (Reckitt & Colman, toiletries division, Sunnysdale, Derby).

Maclean display unit

A new display unit for the large 44 Maclean tablet pack has been specially designed by Beechams. The unit, which reflects the colour scheme of the new pack designs coming into distribution, comes as an outer to 6 of the large 44 tablet packs. Beecham claim it is easy to erect and takes up the minimum of space on shelf or counter (Beecham Proprietary Medicines, St Helens, Lancs).

Scholl footsprays campaign

"Before you say footsprays, say Scholl" is the theme of a new advertising campaign by Scholl (UK) Ltd to promote their three footsprays. Using full-colour pages in women's weeklies and monthlies as well as insertions in Sunday and daily newspapers, Scholl expect the campaign to reach over 90 per cent of all potential footspray users. It will start in May and continue until the end of August (Scholl (UK) Ltd, 182 St John Street, London EC1P 1DH).

TV first for Sylvasun

Sylvasun, the anti-sunburn tablet marketed by Chefaro Proprietaries Ltd "goes on" television for the first time in June. London, Southern, Midlands and Lancashire networks will be used. They say on average 90 per cent of holiday-takers in these areas will see a Sylvasun advertisement 10 times.

In addition, full-colour pages will be taken in holiday brochures distributed by all major tour operators.

Point-of-sale material is available and initially includes counter dispenser packs, pack crowners, window posters and till stickers. Further point-of-sale material as



well as details of competitions planned. Chefaro will be announced shortly (Chefaro Proprietaries Ltd, Crown House, London Road, Morden, Surrey).

Diabetics booklet

Diabetics can now eat recipes which may be enjoyed by the rest of the family according to a booklet "The Sionon Story" issued to independent chemists by Weddel Pharmaceuticals Ltd. The manufacturers have had considerable demand from chemists for extra copies to give to diabetic customers. Sionon, a sugar substitute for diabetics, was launched at the end of 1969 and is a homogeneous mixture of saccharin 0.11 per cent and sorbitol 99.89 per cent (200g, 21p trade, 29p retail; 500g, 34p trade, 57p retail). The book explains that saccharin has been added to sorbitol until it is as sweet as sugar so that the product may be substituted for sugar on a weight for weight basis (Weddel Pharmaceuticals Ltd, Salisbury House, London EC2M 5XD).

on TV next week

Ln = London; M = Midland; Lc = Lancashire; Y = Yorkshire; Sc = Scotland; WW = Wales and West; So = South; NE = North-east; A = Anglia; U = Ulster; We = Westward; B = Border; G = Grampian; E = Eireann; CI = Channel Islands.

Anadin: All except E

Aquafresh toothpaste: WW

Close Up: All areas

Macleans Freshmint: All except WW

Pears transparent soap: M, Lc, Sc, WW, NE, We, B

Signal: Ln, M, Lc, Y, WW, So, A, We, B, G, CI

Siivikrin hairspray and shampoo: All areas

SR: All areas

Sunsilk hairspray and shampoo: All areas

Three Wishes: All areas

Wilkinson Sword: All areas

Exclusive to Jean Sorelle Ltd



Europe's Leading Manicure Aids

Jean Sorelle Ltd., announce their appointment as sole distributors for the U.K. of the Pfeilring manicure requisites range from Solingen, West Germany. The range covers sapphire coated nail files, cuticle and nailscissors, nail clippers and eyebrow tweezers. A merchandise unit is available with a complete range of minimum quantities.



PFEILRING



To: Jean Sorelle Limited,
117/123 Gt. Portland St.,
London W1N 6AH.

Please send me further details:

**Vanilla
Flavour**

NET WEIGHT 1 LB 8 OZ (680 GRM)

Ayds are vitamin enriched cubes which help you maintain a controlled diet by taking the edge off your appetite. Ayds contains no drugs, and are effective only as part of a regulated diet.

AVAILABLE IN VANILLA, MINT AND SOFT COFFEE FLAVOURS

Ayds.
Reducing Plan
Vitamin and Mineral
Food Supplement

Ayds
Reducing Plan
Vitamin and Mineral
Food Supplement

“Inside every box of Ayds there’s a unique slimming plan.”

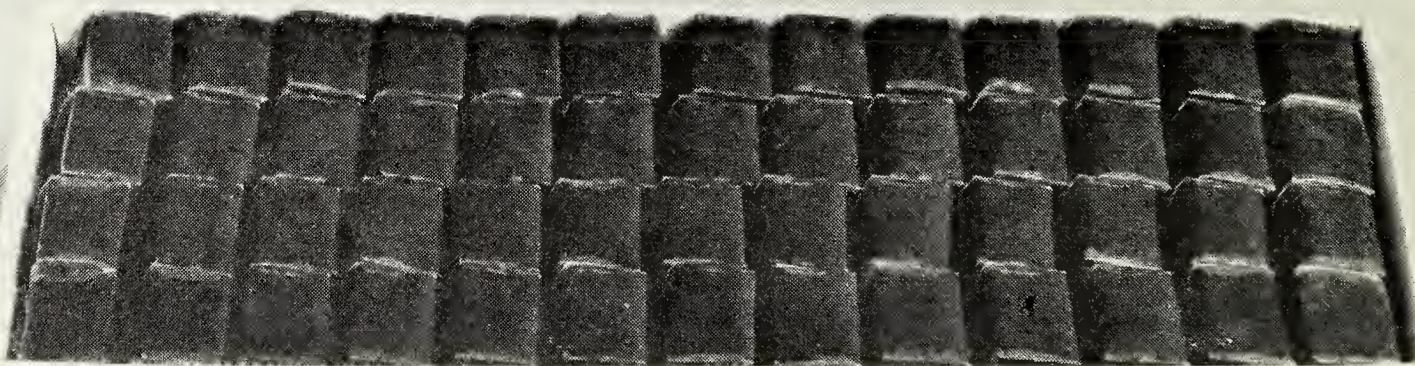
Ayds are quite different from any other slimming product. They’re a complete slimming plan—chewy cubes that reduce appetite without drugs, without methyl cellulose, without laxatives.

They’re enriched with vitamins and minerals and have been proved to work.

A new advertising campaign with advertisements featuring fascinating case histories is appearing now and will continue right through the summer. For the first time the advertising is appearing in the National Sundays—The Sunday Mirror, The Sunday Express and The Sunday Times Magazine. As well as these the advertising is appearing in Woman, Woman and Home, Family Circle, Looking Good, and Slimming and Family Nutrition.

Ayds are sold only through chemists. There’s nothing like Ayds for you—or your customers.

Ayds come in vanilla, mint and coffee flavours. One month’s supply costs your customers £1.44. That’s less than 5p a day.



Ayds Division of Cuticura Laboratories Ltd., Maidenhead, Berks.

SPOTLIGHT ON SLIMMING

Reducing — it's an expanding market

By A. F. L. Deeson, MA, PhD, DSc

No fewer than 29 million people in Britain are said to be overweight and becoming daily more conscious of the fact.

Which could account for the enormous growth in the sales of dietary and slimming aids during the last few years. This is a growing, dynamic market with good margins and a market where the chemist's ability to give personal advice puts him well ahead of most of the current competition.

Now is the time for the chemist to build on the basis of his traditional strengths, not only for immediate profits, but because in the future the competition from other outlets is inevitably going to be much stronger, encouraged by market developments.

Fisons's, for example (manufacturers of Bisks) see the real growth in this market in the future coming from products outside the biscuit and chocolate area and the entry of manufacturers into mass market products where low-calorie or calorie-controlled versions of popular, staple products will be marketed at a nominal price premium.

It is true that in the past few years a number of manufacturers have burned their fingers with such products but now a new attack on this sector of the market is mounting. Examples are low calorie soups such as Nutriplan (Smith & Nephew), Slimplicity soups (Trent Laboratories) and Crosse & Blackwell's Waistline low calories salad dressing.

The increasing interest of manufacturers reflects the phenomenal growth of this market. Worth in total £13.3 million in 1960, it rose to £14 million in 1963, £19.5 million in 1965 and £34.1 million in 1969. Informal estimates suggest that the market was worth at least £50 million in 1972 and Smith & Nephew have put it at £55 million. Growth during 1973 is likely to be at least 10 per cent and some optimists predict it will be nearer 15 per cent.

Slimming products currently available include slimming breads (slimming bread, crispbread, slimming rolls); slimming biscuits, chocolates and sweets; artificial sweeteners; and miscellaneous products.

Slimming breads

This category of product is of less interest to the chemist than others, although in total it represents the largest sector of the slimming market. The true breads (Slimmea, Procea, Nimble, etc) are exclusively sold by grocers, bakers and confectioners. Slimming rolls (Energen, Granose, Wisp) are sold by some chemists but the market is comparatively small (probably about 1.3 million for 1973) and does not enjoy the buoyancy of other products in this sector.

The crispbread market is much larger (around £8 million in 1973) but volume

sales are growing only slowly. Energen and Ryvita have some sales through chemists. In 1969 Energen distributed 10-15 per cent of their crispbread to chemists and Ryvita, 2-3 per cent.

Biscuits, chocolates and sweets

Undoubtedly this is the most important sector of the market for chemists. These products are sold either as meal supplements—appetite depressants which, if eaten between meals are intended to blunt the appetite of the consumer—or meal replacements which provide the consumer with a complete meal in a biscuit.

Appetite depressants are based on derivatives of edible cellulose which swell up in the stomach; food replacements are enriched with balanced amounts of protein, vitamins and minerals to meet nutritive requirements and the carbohydrate content is reduced or replaced by a low calorie filler.

Unicliffe (Limmits and Trimetts) and Fisons (Bisks) dominate this sector of the market. Unicliffe is brand leader in meal replacements with a very large range of products: sweetmeal biscuits; waffles; shortcake; savoury flavours; crackers; slimming chocolate meals; and many "specialities", including a muesli. Unicliffe pursue a policy of dominant advertising in the Press, combined with vigorous merchandising and below-the-line activity. Currently they are running what they describe as "the biggest competition ever launched in the slimming trade"—Trimetts lucky dream game. Initial trade and consumer acceptance is reported as good.

Unicliffe promise some new developments in the future but are not ready to discuss them yet. About 75 per cent of the Limmits and Trimetts range sell through chemists.

Fisons (Bisks Slimfoods) promote a similar range of meal replacements and in 1972 added chocolate nut cookies, milk chocolate wafer bar and muesli bar. Trade promotions during 1972 were based on incentive buying prices to reduce shelf prices during the slimming season. There will be more similar promotions this year with tast'n'try sessions, free booklets and prizes for slimming bars. Independent chemists are steadily increasing their share of the Bisks range, mostly at the expense of Boots and are expected to account for 51 per cent of total sales this year. All chemist outlets account for 75 per cent of sales.

In addition to biscuits and chocolate products for slimmers Fisons offer drinks and sweeteners.

Ayds (Cuticura) is neither a biscuit or a chocolate but an appetite suppressing sweetmeat (the Ayds 'cubes') which are sold in vanilla, mint and coffee flavours. A



Illustration courtesy of Silhouette

hundred and four cubes in a pack provide 30 days' supply.

Cuticura advertising for Ayds averages £90,000 a year and as the result of recent research they have begun issuing new style advertising in March this year across a wide range of media—for example, full pages in the *Sunday Times Colour Magazine*, *Sunday Mirror* and *Sunday Express*, as well as the more traditional women's magazines. During 1973 Ayds will feature younger, more attractive subjects than previously, who have achieved more moderate weight losses over fairly short periods of time. The advertisements will explain in precise terms how Ayds can help to reduce and re-train the appetite.

Ayds are, by policy, a chemist only line and Cuticura see their future for this product with the chemist. Recent consumer promotions include extra stock offers, free exercise books, and 10p coupons.

Trentham Laboratories have their well-established Slim Disks which act as an appetite suppressant and which contain methyl cellulose; unfortunately their Intrim Granules are in process of being phased out.

Pastils 808 (Ashe Laboratories) were introduced in 1966 and are candy pastilles in a variety of flavours.

Drinks

The number of drinks aimed at slimmers is rapidly increasing—the Schweppes low calorie "mixers" are now being followed by other soft drinks manufacturers such as Rawlings—but the only significant product for chemists is PLJ from Beechams. It makes an excellent drink for slimmers because of its low calorie content—only four to each fluid ounce and its taste tends to diminish a desire for sweet things.

PLJ is, however, primarily a grocer's item and only about 25 per cent of sales go through chemists.

Continued on p 443

You sell more of our than all the other



meal replacements put together.



Limmits & Trimetts
From Unicliffe.

PUT ON POUNDS WITH SMITH & NEPHEW'S NEW SLIMMERS' MEALS.

Nutriplan is a novel idea in slimmers' meals.
It's real food.

It comes in a hot, delicious soup form.

It's made with real vegetables and spices.
Enriched with 8 health-giving vitamins.

And there are three tasty flavours. Country Tomato, Oxtail and Thick Vegetable. In single flavour packs, or a variety pack.

Slimmers love it. In tests, it achieved a 30% share of the market in just two months*.

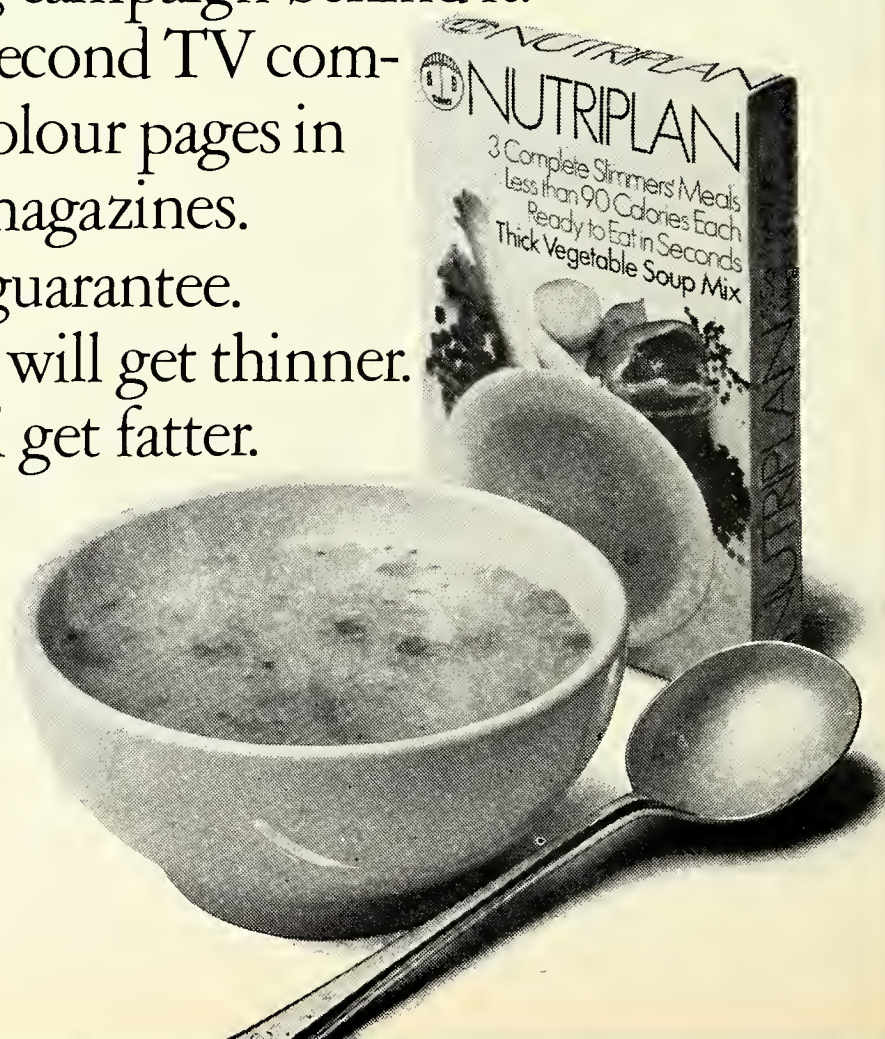
Nutriplan is now going national. With a £225,000 advertising campaign behind it.

We've got a 30-second TV commercial, and whole colour pages in the major women's magazines.

Two things we guarantee.

Your customers will get thinner.

Your profits will get fatter.



*Sterling share chemist trade.
Independent Research Survey.

SPOTLIGHT ON SLIMMING

Market—continued from p 439

Artificial sweeteners

The artificial sweeteners sector accounts for £3.5-£4 million of the total market, and while 80 per cent of all sales of slimming products are to women 40 per cent of sales of artificial sweeteners are to men.

This market suffered an upset in 1970 when many cyclamate based sweeteners had to be withdrawn, although they never seriously challenged the supremacy of products based on saccharin sodium.

Saxin (Wellcome Foundation) was introduced as long ago as 1897 and had a branded market monopoly until 1950. Last year they introduced their "special occasion pack" and other innovations can be expected. During this summer Saxin is promoting the Mediterranean Shadows Competition, offering 50 holidays in Europe worth £60 each.

Sweetex is produced by Lenbrook Laboratories and *Retail Business* places it as brand leader in the artificial sweeteners. Originally introduced in powder form by Boots in 1954 the marketing was taken over by Lenbrook in 1967 and it now sells well to independent chemists.

Supasac (Wallis Laboratory) is another well established favourite. Once known as "Wallis" it is retailed only through chemists and offers a good profit margin. Hermesetas, the Swiss product, marketed by Crookes-Anestan is important and shares the major part of the market with Sweetex and Saxin. Energen first introduced their granulated product, Sweetness, in 1970.

Other products

Some of the other products in the slimming field introduced in recent years did not do too well, mainly because they offered low calorie versions of staple foods which consumers felt fell short of the "real thing" in taste.

However a number of manufacturers now believe that the time has come for a more determined attack on this sector of the market.

Smith & Nephew are going national with Nutriplan, "three complete slimmers' meals" in a convenient carton. These are soups which simply have to be mixed with boiling water.

This year Smith & Nephew will be spending £300,000 on Nutriplan in the media, plus below-the-line promotions.

Simplicity soups were launched in June 1972 by Trent Laboratories. They have six flavours and each portion provides 40 calories. There are three portions in a pack which retails at 12½p. So far this product has been sold through health food stores only but about June it is planned to go to the chemists. A national advertising campaign is planned, including *Reveille* and *News of the World*.

The bouyant, fast growing market for dietary and slimming aids offers considerable potential for the wide-awake chemist who takes the trouble to study the products and advise his customers with sympathy and knowledge. It is also worth considering that dietary and slimming aids can be closely and profitably allied to the beauty aid sector of one's business.

Food for thought—meal replacements

In sales of slimming aids, the chemist's till has a rosy future and the only way he is liable to lose is if he lets his business become eroded by other outlets.

At least half the population is said to be overweight and as Mr Arthur McCarten, marketing director of Unicliffe Ltd, makers of Limmits and Trimetts says: "Most serious slimmers need informed advice, and naturally turn for this to their local chemist. This situation won't change."

Britain is the most slimming conscious country and has the highest consumption of sugar per person. The West German market is growing fast however, and France is about the most inventive of countries in slimming aids, but, according to McCarten, "does not take advantage of its inventiveness."

The market and products in this country are likely to continue on a similar basis for some time—at least five years. Mr McCarten believes there is plenty of room for expansion, both in retail sales and the launch of new products, but until a miracle drug comes along he states that Unicliffe will have "nothing to fear to from competition."

He admits that his company will fight competition but the most likely new invention to change the market will be a drug that can be taken after meals and which will alter the metabolism of food. The market must beware of companies who advertise "spot reducing" products. "It can only be harmful to the market," says Mr McCarten.

It was in March this year that Unicliffe handed over responsibility of sales through grocery outlets to Food Brokers. Mr McCarten denies that this is detrimental to chemists. "The fact that our sales force

will concentrate solely on chemists can only be to the chemists' advantage. Our sales force is now, of course, smaller (29 instead of 43) but it will be calling on many fewer outlets and can spend much more time with them, in total and individually. We definitely see ourselves as a chemist-based company for the indefinite future."

Talking about slimming at a recent dietary teach-in run by the company for pharmacists and their staff Mr Les Gower, technical director of Unicliffe said that Limmits products contain a daily requirement of protein, fat and carbohydrate, plus the essential vitamins and minerals. Taken with a glass of milk, each meal provided all that was needed for a fit and healthy life. Clinical trials were carried out on 20 fat people all over 20 stone who had failed on previous diets. The result, said Mr Gower was an average weight loss of 60 lb. They were in better health at the end of the trial and weighed an average of 7 stone less.

The estimated total sales of slimming products in 1971 was £42 million, a rise of £20 million in six years. The market breakdown is, according to Unicliffe:—

Slimming breads and rolls	£20m
Crispbreads	£7m
Meal replacements	£6m
Slimline drinks	£4m
Artificial sweeteners	£3m
All others	£2m

The fastest growing section is meal replacements. The market grew by 17 per cent in 1965; by 20 per cent in 1969; and by 11 per cent in 1972.

Advertising for meal replacements is also large. In 1970-71 over £600,000 was spent.

Slimmer's meals go 'natural'

A Swiss style slimmers' meal is being launched nationally in April by Simbix Limited. Leatherhead, Surrey. Called Nice'n Fruity (£0.27) it contains rolled oats, toasted wheat, cherries, raisins, apples and angelica plus nibbed almonds, roasted hazels, and full cream milk powder, lightly sweetened with soft brown sugar.

Presentation is in a pack of two tubs, each containing a calorie-controlled slimmers' meal. The contents are ready to eat on the addition of a little water.

There will be bonus introductory offers, special point-of-sale display units and window stickers.

Nice'n Fruity is fortified with vitamins A, B₁, B₂, C and D, nicotinic acid plus calcium and iron. Each 50g tub provides 187 calories in the form of 5g protein, 5g fat and 30g carbohydrate.

The launch of Nice'n Fruity is backed by an extensive advertising campaign (commencing first week of May) including regular major spaces in the *Daily Mirror*,

The Sun and *Daily Mail*. More than 52 per cent of those trying to slim are women, so magazine advertising will be concentrated on women's journals.



SPOTLIGHT ON SLIMMING

S & N branching out into the slimming market

Smith & Nephew are extending their "health and personal care" policy into the development of slimming aids.

Already brand leaders in various markets with products such as Elastoplast, Nivea, and Gala cosmetics, they now have high hopes for Nutriplan, a replacement meal in soup form, in the rapidly expanding slimming market.

This has meant a slight change of emphasis in the company's marketing techniques, and has resulted in the appointment of three marketing directors in specific areas—Mr M. Hopkins who will deal with exports, Mr John Colville, medical products, and Mr Alan Fryer, consumer products.

Nutriplan is available in three flavours—country tomato, oxtail and thick vegetable—in packs of three sachets of one flavour or one of each (£0.39 retail, £3.63 per dozen trade with a launch bonus price of £3.09). Each meal contains less than 85 calories and sufficient vitamins and minerals to provide over half the daily requirements. Guar flour is included to promote a feeling of fullness; the maker's claim this substance does not cause the intestinal complaints sometimes experienced with methylcellulose.

Nutriplan was test marketed under the name of Gourmavita in the Southern Television area with outstanding success. Interestingly, the manufacturers found that price had no result on repeat purchases. On the Hampshire mainland the product was sold for £0.60 but on the Isle of Wight for only 39p. The initial uptake was lower in Hampshire but repeat purchases were identical in volume.

It is already a brand leader in Switzerland and is now being launched in other European countries.

Smith & Nephew expect that 75 per cent of sales will be through chemist outlets.

Advertising on television and in the Press starts on April 23. A team of girls will tour the country demonstrating the product and lectures will be given to Slimming clubs. There is a launch offer of one free meal per pack, to be followed by premium offers of a yoghurt maker in May and later a pair of electric scissors (Smith & Nephew Ltd, Welwyn Garden City, Herts.).

Dietade meals are 'no bore'

Beef Bourguignon and Goulash Hungarian Style are among the exotica offered by Eustace Miles. Their Dietade calorie controlled replacement meals will be introduced to the general retail trade at the Health and Slimming Exhibition in June. The names alone—Turkey Italian Style, Chicken Fricassee—do much to dispel the illusion that a slimming diet is always a bore.

Each ingredient is calorie controlled so that one portion of, say, Coq au Vin, contains less than 300 calories. No methyl-

cellulose or similar substances are included. The expected retail price of around 60p per portion may seem high for a meal that any competent cook could produce for half the cost. However, the advantage of these meals is their convenience, for which there will always be people prepared to pay.

Dietade are also including low calorie soups and tinned fruits in their range. The fruits are sweetened with fructose and contain three-quarters of the calories of similar fruit canned in syrup (Eustace Miles Foods Co Ltd, Colnbrook, Bucks).

Advertising supported by clinical trial

"Bisks work" is a claim that can now be supported by clinical evidence.

A paper by Professor John Yudkin in *The Practitioner*, September 1972, describes a trial in which 49 slimmers, many of whom claimed they could not lose weight on 1000 calories a day, lost weight when they ate Bisks as part of a calorie controlled diet.

Bisks, whose sales have increased by 33 per cent during the last two years, have planned an intensive advertising campaign backed by this trial, and will spend nearly

£120,000 in women's magazines and national newspapers during March to July.

Point of sale material includes life size cut out girl with dump bin, shelf strips, stickers and dispenser for the free Good Losers Guide booklets (Fisons Ltd, Pharmaceutical Division, 12 Derby Road, Loughborough, Leics.).

New Complan campaign continues

Glaxo are continuing their intensive advertising campaign for New Complan following its launch in October 1972. They have taken space in national daily and Sunday newspapers and leading magazines until June, as well as specialist health journals where the emphasis is directed more towards its nutritional value.

New Complan is still available through chemists only. It provides a nutritionally balanced calorie controlled replacement meal when mixed with water, and may be flavoured to taste with fruit drink concentrates, coffee or meat extracts. The change of production process has resulted in better mixing and improved taste.

The leaflet "Controlling weight the New Complan way" gives suggestions to help reduce unwanted pounds and achieve weight maintenance. (Glaxo Laboratories Ltd, Greenford, Middlesex.)

The sweeter life

Hermesetas plan a consumer contest

Hermesetas advertisements feature slim people having fun in healthy, outdoor situations, under the headline: "It's the little things that make life sweeter". In the affectionate company of their family or friends, these people enjoy even the "little things" of life more because they're slim and healthy, and these are the people who use Hermesetas alternative sweeteners in tea and coffee as part of their sensible way of life.

Hermesetas have produced some attractive "wobblers" in their house colours of blue and white. The strip that goes along the shelf bears this year's advertising catchline "the sweet alternative", and wobbling on a stalk attached to this is a facsimile of a Hermesetas tin.

An extensive advertising campaign is planned for April to September in women's magazines, *TV Times*, *Reader's Digest* and slimming magazines.

In May/June, Hermesetas will be selling in to the trade their competition packs for a consumer competition. The 25 winners will be flown with a companion by Swissair to Zurich early in 1974 to receive their Tissot watches at a presentation dinner.

The market for alternative sweeteners is increasing all the time, thanks to the increasing public awareness of the perils of excessive sugar consumption (Crookes-Anestan Ltd, PO Box 94, 1 Thane Road West, Nottingham NG2 3AA).



This dispenser pack has been designed to hold three of the fifty-sachet packets and three of the bulk household packets. (Dietary Foods (Bletchley) Ltd, 45 King Street, Stanford-le-Hope, Essex.)

Sweetex aim at both sexes

"Sweetex Shapes the Way you Look" says the new Sweetex advertising campaign, which begins in April. There is a new departure for Sweetex in that one of the advertisements is aimed at both men and women.

There are two new colour advertisements, both depicting elegant, well-dressed women and men in sophisticated sur-

Continued on p 446

Why

Because Bisks provide calorie controlled meals in an easily measurable form.

Because the variety of Bisks ensure that a dieter never gets bored.

Because Bisks cater for all tastes with both sweet and savoury in their range of 24 different varieties.

Because each Bisks meal has the calorie content printed clearly on the pack.

Because each meal is supplemented with vitamins to replace those lost by the average slimmer.

And last but not least, an eminent nutritionist found in an independently supervised trial that 49 slimmers who ate Bisks as part of a calorie controlled diet, lost an average of 11lb each in four weeks. During that time not one slimmer reported, feeling uncomfortable hungry.

Bisks Work



SPOTLIGHT ON SLIMMING

Continued from p 444

roundings. The copy explains that millions of words are written about weight-watching but that the most important words are not written or spoken. They are thought. Everybody has unguarded moments and,



unfairly, that is when they're judged. "Sweetex helps ward off the cool, critical glance".

The advertisement aimed at men and women will appear in *Reader's Digest* and *TV Times* and the other will appear in women's magazines. The schedule also includes the three major slimming magazines.

Sweetex is also taking time on TV—on Granada, Central Scotland and Ulster television.

The new point-of-sale material in the form of dump bin and "wobbler" reflects the catch line "smarter than calories" (Crookes-Anestan Ltd, PO Box 94, 1 Thane Road West, Nottingham, NG2 3AA).



The Saxin Mediterranean shadows competition is taking place now. Fifty Global winter holidays worth £60 each are to be won in this consumer competition (Wellcome Consumer Sales division, Crewe Hall, Crewe, Ches.).

Diet aids

New style advertising for Ayds

Lack of will power, boredom and depression are responsible for loss of control over personal eating habits.

This fact was revealed in a recent consumer survey into slimming by Cuticura (Ayds), who have since decided to broaden their new advertising campaign to appeal to a wider group of people. In this group, age and social background are completely immaterial, as is the degree of overweight.

Ayds is a chemist only product and all promotions are aimed not only at the consumer but also at the chemist.

Promotional activity, along with advertising, will continue throughout the year and Ayds will also be featured in the Slimmex Exhibition in London.

In addition, Cuticura offer help to the consumer after purchase. They have a thriving slimming club, the Society of Serious Slimmers, with many local groups meeting on a regular basis. They also offer the services of a medical consultant, dietician and a physiotherapist (Cuticura Laboratories Ltd, Maidenhead, Berks.).

'Slim Disks'

"Men look better slimmer, too, and it's more fun to do it together" is the message from Slim Disks.

Slim Disks are available in chocolate or fruit flavour or as mint flavoured Slim Disks for men. They will be advertised in the *Sunday Mirror*, *Sunday People* and *News of the World* from April to early June in women's weekly magazines from April to mid June, and in women's monthly magazines from mid April to the end of July (Trentham Laboratories Ltd, Seymour Road, Leyton, London E10 7LX).

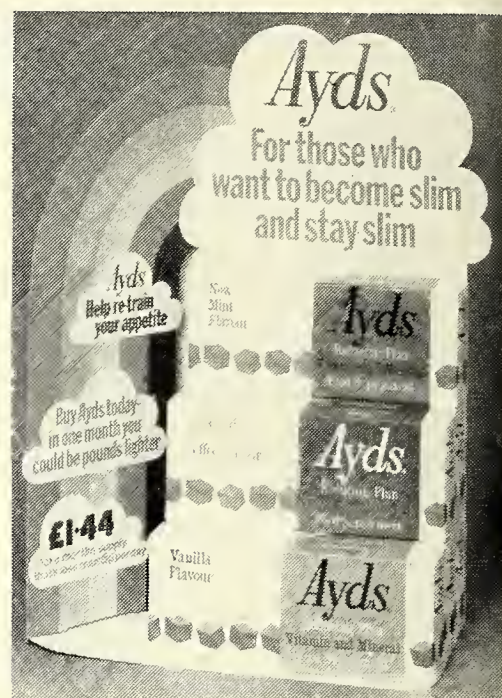
'What you like for supper'

"Reward—have what you like for supper. Penalty—find a picture of yourself when slim and put it in the larder."

So says a "joker" card from the new Deal a Diet chart currently being promoted as a free mail-in with PLJ. This chart consists of 30 diet cards which are shuffled and slotted face downwards with a "joker" card at every sixth day. Every day the slimmer turns over a card and follows the diet recommended. Many of the diets suggest Bemax with cereal for breakfast. By the sixth day, according to whether weight is lost or not, the joker will give a reward or a penalty.

This consumer promotion follows last year's successful Slim Diet Chart and will be supported by one million bottle collars, and Press and TV advertising.

The current selling rationale for PLJ is that "the sharp clean taste of PLJ trains your palate away from sweet fattening foods" (Beecham Foods, Beecham House, Brentford, Middlesex).



Health food product

An increased awareness of the danger of chemical additives in foodstuffs has led to the increase in popularity of health foods.

One of these is Martlet cider vinegar which may be used as a substitute for ordinary vinegar and supplies minerals such as potassium which may be deficient in the modern diet. Its ability to burn excess fat by stimulating the metabolism is still a popular belief in folk medicine.

Martlet cider vinegar is being advertised in *Woman & Home* in May, in *Good Housekeeping* in June and subsequently in *She*. It is also advertised regularly in *Here's Health* (Merrydown Wine Company Ltd, Horam, Heathfield, Sussex).

Sales increase after highlighting

Grouping and highlighting slimming foods can increase sales by up to 36 per cent.

The results of tests carried out in 13 grocer's multiples are described in "Vital Statistics", a report published by RHM foods (Energen.)

Eight stores where slimming foods were not already grouped together were monitored. Slimming foods were defined as those products specifically marketed for slimmers or largely consumed by them. Two stores were left as controls, two grouped their slimming foods together without using any extra shelf space and highlighted them with "Trim and Slim" material, the remaining four grouped and highlighted their slimming sections on gondola-end units. Sales of 14 individual products on the test displays were audited over 9 consecutive fortnights.

The researchers found that grouping and highlighting produced a 22 per cent increase in sales, whereas grouping and highlighting in the gondola-end "hot spot" increased sales by 36 per cent.

Energen Foods Bureau is also organising talks to groups of chemists' assistants. Further details from Mr J. R. Hudson, Energen Foods Bureau, Ashford, Kent.

The Magnificent Six from Sweet'n Low.



Now... an eyecatching new Sweet 'n Low pack that's designed to get your customers' attention. The new Sweet 'n Low display shows three sachet packs and three household packs to give an instant choice between sachets – ideal for hot and cold drinks – and bulk Sweet 'n Low – ideal for all types of cooking.

Sweet 'n Low is the low calorie sweetener with only one-tenth the calorific content for the same sugar sweetness that dissolves instantly,

leaving absolutely no bitter after-taste.

Now, more than ever, slimmers will be after Sweet 'n Low – the world's leading sweetener.

Get hold of the new Sweet 'n Low packs for bigger and better sales. Your profits will show that it's more than just sweet talk!

Please write for further details to:

Dietary Foods (Bletchley) Ltd.,
45 King Street, Stanford-le-Hope, Essex.

SLIMMING

Flexibility the key to success

The best advice to give anyone planning a diet is—don't. Within no time at all, the prospect of an inflexible dietary régime will send the most determined slimmer reaching for the cream doughnuts for consolation. The successful diet is one which produces a steady weight loss yet is still attractive enough for the slimmer to want to stick to it for any length of time. The only planning required is that involved in deciding which way to ensure that daily calorie expenditure exceeds calorie intake.

Basically, there are two methods of doing this. One is to count calories; the other is to count carbohydrates. Both methods offer a reasonable degree of flexibility to accommodate food preferences and the slimmer's way of life.

Calorie counting

On a calorie counting diet the daily food intake is determined by reference to charts giving calorie values of individual foods. Most manufacturers of dietary products issue these charts, as the calorie counting method is the principle behind replacement meals.

Usually, men will lose weight by restricting this intake to 2,000 calories a day, and women by limiting themselves to about 1,200 calories daily.

The best diet provides calories from all types of foods although preference is usually given to those high in proteins, minerals and vitamins. Cutting out all carbohydrates will cause weight loss but also headache, depression and fatigue. Cutting out all fats will certainly reduce the calorie intake but will deprive the body of essential vitamins and produce a feeling of perpetual hunger. Cutting out all proteins, which are also fairly high in calories, may result in undesirable weight loss from muscles rather than fat stores.

Crash diets

Crash diets have high failure rates. Reducing to less than 750 calories a day is unwise. Apart from tremendous demands imposed on the willpower, the general rule of "the fewer the calories, the greater the weight loss" ceases to apply below this level. Even hospital patients on complete starvation rarely lose more than $\frac{1}{2}$ lb a day. It is doubtful whether such a low food intake can provide sufficient of the nutrients essential to health.

The advantage of a calorie counting diet is that it allows for the occasional cravings—a bar of chocolate, a glass of beer in the evenings, or even sugar in tea if it is intolerable without. The slimmer is able to adjust the daily calorie intake in some other area and still maintain a satisfactory

weight loss. These occasional indulgences make the whole process of dieting less painful.

The speed at which weight is lost depends largely on when the food allowance is eaten. All diets stress the importance of breakfast to avoid the temptation to nibble high calorie snacks later in the day. Metabolic studies have shown that weight loss is faster when the calorie allowance is taken in small amounts throughout the day, rather than in one large meal. A diet of five or six meals a day, each containing about 200 calories, will produce a rapid weight loss whilst giving the impression that the dieter is always eating. The next meal is never more than two hours away!

If one large meal must be eaten, it is better to take it mid-day, when it is more likely to be followed by exercise rather than sleep.

The carbohydrate counting diet also allows a certain amount of personal freedom. Carbohydrates are restricted to 60g daily. Calculation of the amount of carbohydrate in foods is done by reference to tables expressing these in terms of units, where five grams of carbohydrate is equivalent to one unit. On this basis, cheese, meat and eggs contain no units, whereas a large helping of spaghetti contains a whole day's allowance. This diet is described by Professor John Yudkin in "This Slimming Business" (Penguin, 30p) and has been further developed as the Servier Unit Eating Guide.

Unlimited foods

By cutting down carbohydrates, the intake of fats automatically tends to be reduced also—less bread means less butter, no apple pie, no cream, and so on. The greatest disadvantage of this method is that the dieter may assume that foods containing no carbohydrate units may be eaten in unlimited amounts. Calorie intake can then exceed calorie expenditure so that no weight is lost at all. Half a pound of cheese, although having no units, will contribute over 1,000 calories to the day's intake. A carbohydrate controlled diet has still to be calorie controlled.

Both types of diet mention foods which may be eaten in unlimited amounts, for example green vegetables, although theoretically even lettuce could be fattening if eaten in sufficient quantity.

There are endless variations on the theme of reducing food intake. Gimmicks rapidly produce boredom. The methods most likely to succeed are the ones which permanently re-educate the overweight to form more sensible eating patterns whilst at the same time not feeling they are undergoing a spell of penal servitude.

Letters

Pharmacy - obviously

As an Irish pharmacist heavily committed to the European ideal of professional pharmacy, I was pleased to note recent correspondence in your journal admiring this professionalism. It is those letters which now impel me to express my own desire that all pharmacists in these islands should be given an early opportunity to express their views on the long-term type of pharmacy which they would wish their children to inherit. It is only then that the responsible authorities—the respective Societies of Great Britain, Northern Ireland and Ireland, will be in a strong position to formulate a "blue print" for the pharmaceutical practice of the future.

To start the ball rolling, I wish to set down some of my own criteria for such a development:

☐ All medicines should be supplied only in a pharmacy with the necessary professional advice where required.

☐ All prescriptions (and later all medicines) to be supplied on a cost plus professional fee only (this practice is now in operation in the Republic for a third of the population and in Canada it is gaining support rapidly both at Federal level and in the provinces; practice so far has shown it to be feasible).

☐ Absolute division of the professional from the merely commercial, resulting in the gradual phasing out of the "diversified chemist shop" activity which we have inherited but which, in my opinion, will no longer satisfy either the new graduates who will be going into practice at that time or the more critical public who will be their patients.

☐ The gradual introduction of professional diversity to replace the lost commercial operations, eg biological testing.

☐ Licensing of pharmacies to ensure that the governments of the day will accept the social and professional necessity of a pharmaceutical service for all the people rather than economic viability of pharmacies in sparsely populated areas; such pharmacies would give a full pharmaceutical service including extemporaneous dispensing of eye drops, ointments etc and not a truncated one.

☐ The progressive involvement of pharmacies as centres not only for social medicine but permitting pharmacists to offer "first-aid" treatments for many conditions now being referred to overworked doctors.

☐ Our own adoption of a new terminology for our activities between ourselves and in the pharmaceutical Press, eg pharmacy to replace "chemist shop".

While I expect there will be a wide divergence of opinion between pharmacists on the above, it is up to those of us who have a vision of such a metamorphosis in our professional thought and action to try

Continued on p 451

The day we decided to go to town on pollution, we went to the country.



Where healthy hair and clean skin are concerned, town pollution is a very real and serious problem.

But, until now, no manufacturer has really taken it seriously.

(There have been playful attempts of course — with playful results to match.)

Now take a look at new Country Lover:

Certainly the most exciting new range of hair and body care products you'll have seen in years.

And surely the most likely to succeed.

Country Lover is beautifully (and powerfully) packaged. Full of clean-green country fragrance. And *totally* effective in the job it has to do.

Naturally, we're launching it with full-colour, full-scale national advertising (starting in April).

And a full-colour dispenser and point-of-sale material are available *free* on request (ask our J. N. Toiletries representative or else contact us direct).

So if you want to go to town on profits this year, you know what to go for:

Country Lover

With a breath of the country in it.

Display Vapona and win a Millionaire's Weekend in Bermuda for you and your wife.

110 Trade Places to be Won.



In November, fly BOAC to sunsoaked Bermuda. Champagne all the way. Stay at the luxurious Sonesta Hotel. Double room with bathroom and balcony overlooking the sea. Scuba-diving, swimming pools, shark-fishing, yachting, water-skiing, horse-riding, golf, night-clubs — all a stone's throw away. All on SHELL.

How to Enter?

Simple! Just do what comes naturally! Display VAPONA, the most profitable flykiller on the market, and you get a chance in every monthly draw for each month you keep the display up.

Vapona will take you places and give you profit you only dreamt about!

Ask your Vapona representative for details or write to Vapona/Bermuda Scheme, 17 Golden Square, London W.1.

Fly BOAC with Shell



Comment

Computers in hospitals

When the future of hospital pharmacy in the 1970's was discussed at Cardiff (last week, page 406) the speakers reported on what they were already putting into practice. But when the Guild of Hospital Pharmacists' weekend school discussed computers (p 452), it soon became obvious that the subject was one for the future.

That seems strange, for computers are far from new. Mr A. W. Patterson, one of the contributors at Aberdeen, wrote a series of six articles for *C&D* on computer applications in pharmacy as far back as 1969, and he has continued pioneering work with his undergraduate and postgraduate students at Heriot-Watt University ever since.

But it seems that application has lagged behind research. Cost is undoubtedly a factor, particularly with "on-line" systems where a computer must already be in use for other hospital departments for there to be a chance of pharmaceutical involvement.

And the school was told by Mr A. W. Melhuish, of the Department of Health, that pharmacy was regarded as a "second priority" in the computerisation programme.

It seemed a pity, therefore, that Miss Dewell was able to make no specific recommendation on the application

of automated drug ordering and distribution systems in her Geigy travelling fellowship paper. "It is obvious," she wrote, "that systems must be tailor-made for a particular situation."

Only stock control?

It is also surprising that her visit covering several European countries—where "professional" pharmacy is said to be practised—did not reveal the use of computers in anything more than a stock control situation. It was left to Mr R. H. Leach to describe American experience in the area of clinical pharmacy, and even here too-much-too-soon seems to have led to the abandonment or postponement of several systems.

But these things will come, and the pharmaceutical profession must ensure that it is in control of the situation. As Mr Patterson pointed out, there are others eager and able to take over the responsibilities.

Incidentally, there is now for the first time, a unique numerical code for nearly all the items passing through a pharmacy. It is to be found in the new computerised *C&D* Price List!

Letters

Continued from p 448

and influence the tide of events. The most valid way to accomplish this change might be the early establishment of a strong liaison committee composed of members or our statutory bodies, which would show all concerned that the profession at least can rise above the turmoils of the time when the public interest demands it.

M. F. Walsh
Dublin

Price List

We are in receipt of your latest copy of *Chemist & Druggist* Price List and would like to express our gratitude and appreciation for the prompt manner in which this has been prepared.

R. H. Davis
G. Collins
Merthyr Tydfil

Bearing in mind the difficulties involved, the short space of time, and problem of obtaining manufacturers VAT prices and producing the initial type, I would like to thank you for a good job well done.

D. Cawdell
Huggins & Gee Ltd
Wainfleet, Skegness, Lincs.

Dismissals

In your issue of March 17 (p339) you described our new publication "Dismissals" which deals with cases brought to the Industrial Tribunals during the last year and involving employees who complained that they had been unfairly treated. Your reviewer is quite correct in pointing out that an extraordinary high number of hospital management committees have been involved in cases and our publication has already been requisitioned by more than a hundred of these bodies for distribution to senior executives.

But, also of importance to your readers are the quite frequent cases involving retail pharmacists. The high rate of dismissals seems to be attributable to a number of factors and in particular:

☐ The absence of clearly established dismissal procedures even in large retail groupings with consequent uncertainty about what amounts to serious misconduct;

☐ The very high standards of care that have to be maintained, thus leading employers to view carelessness more seriously than in other areas of commercial activity. The tribunals, incidentally, wholly support such attitudes;

☐ The very high value of quite tiny commodities sold and the closely linked incidence of staff pilfering.

J. Jackson
Commercial Publishing Co
Slough

Post Scripts

Eating in great old Shakespearian style—that is what members of the Bedfordshire Branch of the Pharmaceutical Society will do at their "grand celebration Elizabethan banquet" for their golden jubilee. The traditional menu includes spicy soup, salmon with champagne and cucumber sauce, roast baron of beef, lemon syllabub and sweetmeats, served with mead, ale, cider and wine. This repast will be consumed on June 8 at the Barns restaurant, Knebworth House.

Prescription poser

The prescription reproduced below may not be what it seems at first glance, the chemist who dispensed it reveals.

Handwritten:
Nardil
as directed

Handwritten:
(100)

If you read "Nardil", you are in good company—but the prescriber intended Lomofil, and that is what the patient received. Yet another unexpected confusion arising through handwriting.

High Profits with High Potency Blakoe Vitamin E

Blakoe Vitamin E – attractively
packed in convenient counter
display outers – provides
YOU with a fast selling, high
quality product.

			TRADE	RETAIL
Blakoe Vitamin E (High Potency)	100 mg	100 tabs	70p	£1.10
Blakoe Vitamin E (Higher Potency)	200 mg	50 tabs	70p	£1.10
Blakoe Vitamin E (Higher Potency)	200 mg	50 caps	70p	£1.10
Blakoe Vitamin E (Highest Potency)	600 mg	15 caps	70p	£1.10
		32 caps	£1.43	£2.15



Further information available from



Blakoe Limited,

229 Putney Bridge Road, London SW15

Professional News

Computer applications in hospitals — a new challenge for pharmacists

If pharmacists are not prepared to become interested in possible computer applications themselves, information scientists could take the job "out from under their noses"—and the pharmacist would have lost another opportunity.

That was said by Mr A. W. Patterson, senior lecturer at Heriot-Watt School of Pharmacy, during the Guild of Hospital Pharmacists weekend school held in Aberdeen. Mr Patterson had been impressed by the grasp of pharmaceutical problems that computer science students rapidly acquired while working in his department, but he was still hopeful that younger pharmacists would make use of the opportunity, open to them at the present time, to assume responsibility for computer developments in the overall provision of pharmaceutical services in hospitals.

The earliest applications of the computer in pharmacy were involved with inventory control, a "spin-off" being the provision of drug usage statistics. Computer-based systems could be a valuable supplement to the prescriber's memory and experience in the choice of drug therapy, by providing information on possible drug interactions, dosage, route and times of administration, etc. Record-linked files containing drug information could also become a useful research tool because of the amount of data that could be handled at high speed.

"Speak the language"

Mr Patterson stressed, however, that computer-literate pharmacists must become involved in the systems affecting pharmacy. He did not pretend that they could become programmers but contended that the computer-interested pharmacist must be familiar with systems analysis and do some programming in order to understand the problems of the computer people, and to be able to talk sensibly with them.

Before programming, systems analysis was carried out to understand what generated the information that it was hoped to put into the computer. Sometimes this in itself showed up flaws in the system so that improvements might be suggested even if it were eventually decided not to use the computer. The information then needed to be collected onto "structured" documents and converted into numerical computer language.

A problem that was very demanding on both the computer and pharmaceutical fronts was the provision of a facility to check possible drug interactions. Three computer science students at Heriot-Watt were working on a possible system, based on the use of teletype terminals, which could be developed into a demonstration



Mr A. W. Patterson

system to be shown to hospital pharmacists.

During his paper, Mr Patterson reviewed work that has been going on to develop pilot drug computer systems in Britain, many involving student projects in his department, but during questioning he agreed that none of the systems was in operation at present—though he believed that they ought to be available.

Another point raised was the legality of prescriptions "written" by a doctor using a computer terminal. Mr Patterson said this had not yet been satisfactorily resolved, but the prescriber could have his own identification code.

The computer in European pharmacy

Reporting on the use of electronic data processing in European hospital pharmacy—resulting from a tour as recipient of the 1972 Geigy travelling fellowship—Miss J. Veronica Dewell gave the following as typical examples of the type of report produced:

- ☐ usage of items manufactured in the pharmacy, to aid the planning of work.
- ☐ usage of narcotics by wards and clinics.
- ☐ drug usage by wards and clinics, giving number of orders per item, monetary value etc. and arranged in therapeutic groups with group summaries.
- ☐ drug consumption detail for use in purchasing.
- ☐ warning lists of items due to expire.

These lists were produced at monthly, three-monthly and six-monthly intervals.

required, and included cumulative information.

Miss Dewell said that pharmacists were enthusiastic about the benefits to be obtained from EDP. The advantages to the administration of the pharmacy were in general thought to outweigh disadvantages incurred by having to train pharmacy staff to perform non-pharmaceutical tasks such as coding or operating visual display units.

USA experience in drug administration

It is inconceivable that there isn't an application for computers somewhere in the prescription, administration and recording of drugs," said Mr R. H. Leach, area pharmacist, United Birmingham Hospitals.

Outlining systems being tried in the USA, he said that one of the most successful was that operating at the University of Arkansas medical centre. Here a carbon copy of the prescription went to the pharmacy where it was punched onto cards. The computer sorted the cards to provide details of medication required in the next few hours; a printer then provided a label envelope into which the unit dose could be inserted. The nurse received a daily printout of active medications against which she could check the medicines actually received, as unit doses, from the pharmacy. A significant improvement in medication errors had been demonstrated since the inception of the system.

Mr Leach went on to discuss the use of "on-line" or "real time" computing, using a central hospital computer that was being used for many other purposes. These systems were more expensive, and had yet to be evaluated, but they aimed at getting the prescriber to work through a computer terminal. Ten years had elapsed since completion of the systems analysis in one pilot project—and it was still not in operation! The intention was for the prescriber to use a keyboard giving patient identification, medication (keys for the most commonly used drugs on the ward, others coded), dosage units, frequency, route, etc. However, there was prescriber reluctance to use the terminals, and the task of putting the prescription into the computer was now expected to fall on the pharmacist.

However, a number of systems were in operation for out-patient dispensing, and here it was possible to see the spin-off. It was simple to pinpoint the "bad prescriber", check costs, etc.

Interactions print out

At the Mercy Hospital, Pittsburgh, the clinical pharmacist returning from the ward picked up a punched card for each prescription. From this the computer printed out information on potential drug interactions, drug interference with laboratory tests, etc, so that the pharmacist could decide what needed drawing to the attention of the prescriber.

Mr Leach prophesied that by the year 2000, prescribing via a computer would be commonplace to the doctor.

Drugs and pregnancy

No drug should be given during pregnancy unless it is of proven benefit, and then only if the mother's pregnancy or own health would be seriously endangered, Dr Marion Hall, University of Aberdeen, told the weekend school.

She said that probably all drugs passed the placental barrier to some extent, but the passage was reduced by lipid insolubility and a molecular weight above 600. Crossing the barrier was usually to the disadvantage of the foetus—antithyroid drugs crossed more readily than thyroid hormone and could produce a hypothyroid foetus.

Teratogenesis could occur at any time up to the third month, but particularly in the third to eighth weeks. The problem had only recently been studied intensively in animals, and species differences made extrapolation to man difficult—Dr Hall doubted whether thalidomide's effect would have been discovered even by thorough animal studies. Also the drug did not appear to cause malformations in all cases, suggesting that other factors, such as diet, were involved.

Even when association between a drug

Continued on p455



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Counterpoint

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continued from p453

ad malformations was identified, there was not always a cause and effect relationship:—

The drug might cause the malformations
The disease for which it was taken might be the cause, eg the epileptic fit rather than the anticonvulsant.

The drug might inhibit the abortion of already malformed fetuses

The wrong drug might be blamed when two were used in combination.

Dr Hall pointed out that other "drugs" might also be implicated. Cigarette smoking had been associated with hair lip and cleft palate, and there seemed to be an increased incidence of infertility, abortion and malformations in women operating theatre staff who were exposed to low levels of anaesthetic agents for long periods. In fact, only one or two drugs—thalidomide and the antimetabolites—were known teratogens.

Drugs which crossed the placental barrier could be more damaging to the foetus than the mother. For example, streptomycin administered in the first half of pregnancy, when the foetal ear was not fully formed, could cause deafness; in the second half, mother and foetus were equally susceptible. If the mother were receiving anti-coagulants, foetal cerebral haemorrhage was possible at delivery due to mechanical trauma suffered by the baby's head.

Foetal anoxia could result from respiratory depression as a side effect of drugs administered to the mother in pre-eclampsia.

The capacity of the foetus to deal with drugs was less than that of the mother because of the immaturity of liver enzyme systems and renal clearance mechanisms. Immaturity of the blood-brain barrier meant that higher concentrations of drugs could reach the central nervous system.

Foetal ability to conjugate bilirubin could be reduced by administration of long-acting sulphonamides during pregnancy. Conversely, some drugs increased metabolism by enzyme induction, and phenobarbitone actually improved cases of jaundice (although respiratory depression could be a disadvantage).

Breast feeding

Dr Hall concluded by reminding the school that the baby was not immune from the effects of drugs given to the mother if she was breast feeding. Among the drugs known to be excreted in the milk were alcohol, salicylates, cascara, phenolphthalein, iodides, mercury, radio-active iodine, antibiotics caffeine and nicotine. And in the USA an "epidemic" of vaginal adenocarcinoma in girls aged 15-22 had been associated with administration of stilboestrol to their mothers during pregnancy.

This, said Dr Hall, should lead to questioning the safety of giving progesterone in cases of threatened abortion, since this had been shown to be ineffective.

Questioned on the routine use of iron in pregnancy, she replied that in Aberdeen it was given only where there was a deficiency. Although the haemoglobin level could be raised in a woman without iron deficiency, there was no evidence that it was beneficial—the woman did not feel any better, and there was no effect on post-partum haemorrhage; there might even be harm from a predisposition to coagulation.

Market News

GINGER DEARER

London, April 4. Higher quotations for Nigerian ginger, both split and peeled, featured among crude drugs price rises during the week. Other commodities marked up were Canada and tolu balsams, benzoin, dandelion, gentian, lemon peel, dill and fennel. Lower were Peru balsam, peppers, podophyllum, celery seed, cumint, and turmeric for shipment.

Changes were noted in the following oils: clove leaf, Brazilian peppermint, petitgrain, white camphor and lemon-grass. No changes in chemicals prices were recorded.

Crude drugs

Balsams: (kg) Canada £4.50 spot nominal; shipment £4.35, cif. **Cobalva:** BPC £1.20 Para, £0.90. **Benzoin:** BPC £46.10 to £53 cwt spot; £45-52, cif. **Dandelion:** Root £550 metric ton spot; £530, cif. **Gentian:** Root: £530 metric ton spot; £510, cif. **Ginger:** (ton) Cochint, March-April £320, cif. Nigerian split £415, cif; peeled £515, cif. **Lemon peel:** Shipment £450 metric ton, cif. £460 spot, nominal. **Pepper:** (ton) Sarawak black March-April £417.50, cif; white £590, cif. **Podophyllum:** Emodi £325 metric ton, cif; £345 spot.

Seeds: (ton) Anise: China star £175 duty paid; shipment £135, cif. **Caraway:** Dutch £2,120 metric ton, cif. **Celery:** Indian £320, shipment £250, cif. **Coriander:** Moroccan £90, cif. **Cumin:** Indian, £320, cif. Chinese £300 metric ton, cif. **Dill:** Indian, for shipment £185, cif. **Fennel:** Indian £255, cif. Chinese £225 metric ton. **Fenugreek:** Moroccan £114, cif. **Mustard:** £60-£180 spot. **Turmeric:** Madras finger £220 ton; £225, cif.

Essential oils

Almond: Drum lots £0.61 kg.
Birch tar: Rectified £2.54 kg.
Camphor white: Spot £0.50 kg; £0.39, cif.
Clove: Madagascar leaf £1.70 spot, shipment not quoted, English-distilled bud £17.50.
Lavandin: £2.76 kg spot.
Lavender: French from £4.75 kg.
Lavender spike: From £4.25 kg spot.
Lemon: Sicilian £11.70 kg spot.
Lemongrass: £3.00 spot; £2.60, cif.
Lime: West Indian £7.45 kg spot; £7.15, cif.
Mandarin: £5.85 kg spot.
Nutmeg: (per kg) English distilled from West Indian £15.75; from E. Indian £13.55. Imported £5.50.
Olive: Spanish £560-£570 metric ton, cif. Tunisian withdrawn. Spot £600.
Orange: Sweet £0.46 kg spot.
Palmarosa: £7.20 kg spot; £7.00, cif.
Patchouli: Spot £8.00 kg spot; £7-£8, cif.
Pennyroyal: £2 kg, new crop.
Pepper: English distilled ex black £35.50 kg.
Peppermint: (per kg) Arvensis Chinese, spot £2.75; forward not quoted. Brazilian £1.65 spot; £1.57½, cif. American piperata from £6.65, cif.
Petitgrain: Spot £6.50; cif £6.00 kg.
Pimento: Berry £5.30 kg; leaf £4.60.
Pine: (kg) Pumillonis £1.75; sylvestris £0.51.
Rosemary: Spanish £2.50 kg, scarce.
Sage: Spanish £3.10 kg.
Sandalwood: Mysore spot £14; East Indian for shipment £13.40 kg, cif.
Sassafras: Spot £0.54 kg
Spearmint: (cif) Chinese £7.00; American £5.90.
Thyme: Red £5.25 kg.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax.

Coming events

Monday, April 9

Labex International Exhibition 1973, Earls Court, London, until April 13.

Plymouth Branch, Pharmaceutical Society, Boardroom, Greenbank Hospital, Plymouth, at 8 pm. Annual meeting.

Postgraduate School on Pharmacokinetics, Department of pharmacy, Chelsea College, Manresa Road, London SW3, until April 13.
Southampton Branch, Pharmaceutical Society, Polygon Hotel, Southampton, at 8 pm. Annual meeting.

Tuesday, April 10

Ayrshire Branch, Pharmaceutical Society, Savoy Park Hotel, Ayr, at 8 pm. Annual meeting and "Scottish supper".

Croydon Branch, Galen Group, Friends' Meeting House, Park Lane, Croydon, at 8 pm. Mr B. Trengove on "The world of antiques".

Tuesday, April 10

Isle of Thanet Branch, Pharmaceutical Society, Endcliffe Hotel, Margate, at 7.45 pm. Mr V. H. Mellor (Margate town clerk and chief executive) on "Local government reorganisation".

South East Metropolitan Branch and South East London Chemists' Association, Medical centre, Lewisham Hospital, Lewisham High Street, London SE13, at 8 pm. Detective Sergeant Driscoll (Scotland Yard drug squad) on "The drug problem from the police angle".
West Cumberland Branch, Pharmaceutical Society, Friend's Meeting House, Kirkgate, Cockermouth, at 7.30 pm. Annual meeting.

Wednesday, April 11

Pharmaceutical Society of Great Britain, and

Industrial Pharmacists Group, Lecture theatre, School of Pharmacy, University of London, Brunswick Square, London WC1, at 7 pm. Mr R. Baker (superintendent inspector, medicines inspectorate) on "Problems arising in the preparation of solutions for intravenous injection".

West Hertfordshire Branch, Pharmaceutical Society, St Michael's Manor Hotel, at 9 pm. Annual meeting.

Wednesday, April 11

Bournemouth Branch, Pharmaceutical Society, Postgraduate Medical Centre, Princes Street, Dorchester, at 7.45 pm. Mrs L. Diaper on "Natural history".

Thursday, April 12

Brighton and Hove Branch, Pharmaceutical Society, Langfords Hotel, Third Avenue, Hove, at 8 pm. Annual meeting.

Durham County Branch, Pharmaceutical Society, Three Tuns Hotel, Durham City, at 8 pm. Annual meeting.

Liverpool Branch, Pharmaceutical Society, Adelphi Hotel, Liverpool, at 8 pm. Dr J. G. Benstead (Home Office pathologist) on his work.

London Branch, Guild of Hospital Pharmacists, Auditorium, Wellcome Building, 183 Euston Road, London NW1, at 7.30 pm. Pharmacy forum.

Manchester and Salford Branch, Pharmaceutical Society, Boyd House, Upper Park Road, at 8 pm. Annual meeting.

Swansea and West Glamorgan Branch, Pharmaceutical Society, Dragon Hotel, Swansea, at 8 pm. Annual meeting.

Friday, April 13

Croydon Branch, Pharmaceutical Society, Greyhound Hotel, Croydon, at 8 pm. Working dinner. Speaker, Mr N. Fowler MP.

Sunday, April 15

East Cumberland Branch, Pharmaceutical Society, Shap Wells Hotel, Nr Penrith. Fourth annual convention. Speaker, Professor A. H. Beckett (head of Chelsea School of Pharmacy).

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